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R Y Ellis
31 Wellington E.



A JOURNAL DEVOTED TO THE INTERESTS OF THE JEWELRY AND KINDRED TRADES

TWENTY-FIRST YEAR. NUMBER 5.

The Trader
Canadian Jeweler

To the Jewelry Trade of Canada.

WE WISH YOU

A HAPPY and PROFITABLE

NEW YEAR.

YOU CAN HAVE BOTH IF YOU SELL **ELGIN WATCHES in WADSWORTH CASES.**

THE **T. H. Lee & Son Co.,** LIMITED,

1 WELLINGTON ST. EAST. TORONTO, ONT.

PARVA SUB INCENTI

WE wish to express our hearty thanks to the jewelers of Canada for their kindly support and appreciation of our efforts to increase the demand for fine goods of a standard quality, and thus elevate the desires of the public to secure the best goods and pay a reasonable price therefor.

Wishing you a very successful Holiday Trade, coupled with a Happy New Year, we remain,

Yours very truly,

P. W. ELLIS & CO.,

Toronto.

ESTABLISHED 1848.

THE PIONEER . . .

JEWELLERS OF CANADA,

H. & A. SAUNDERS,

TORONTO,

EXTEND to all their customers and friends their best wishes for a Happy and Prosperous New Year, and desire to thank them for the hearty support they have received during the past year.

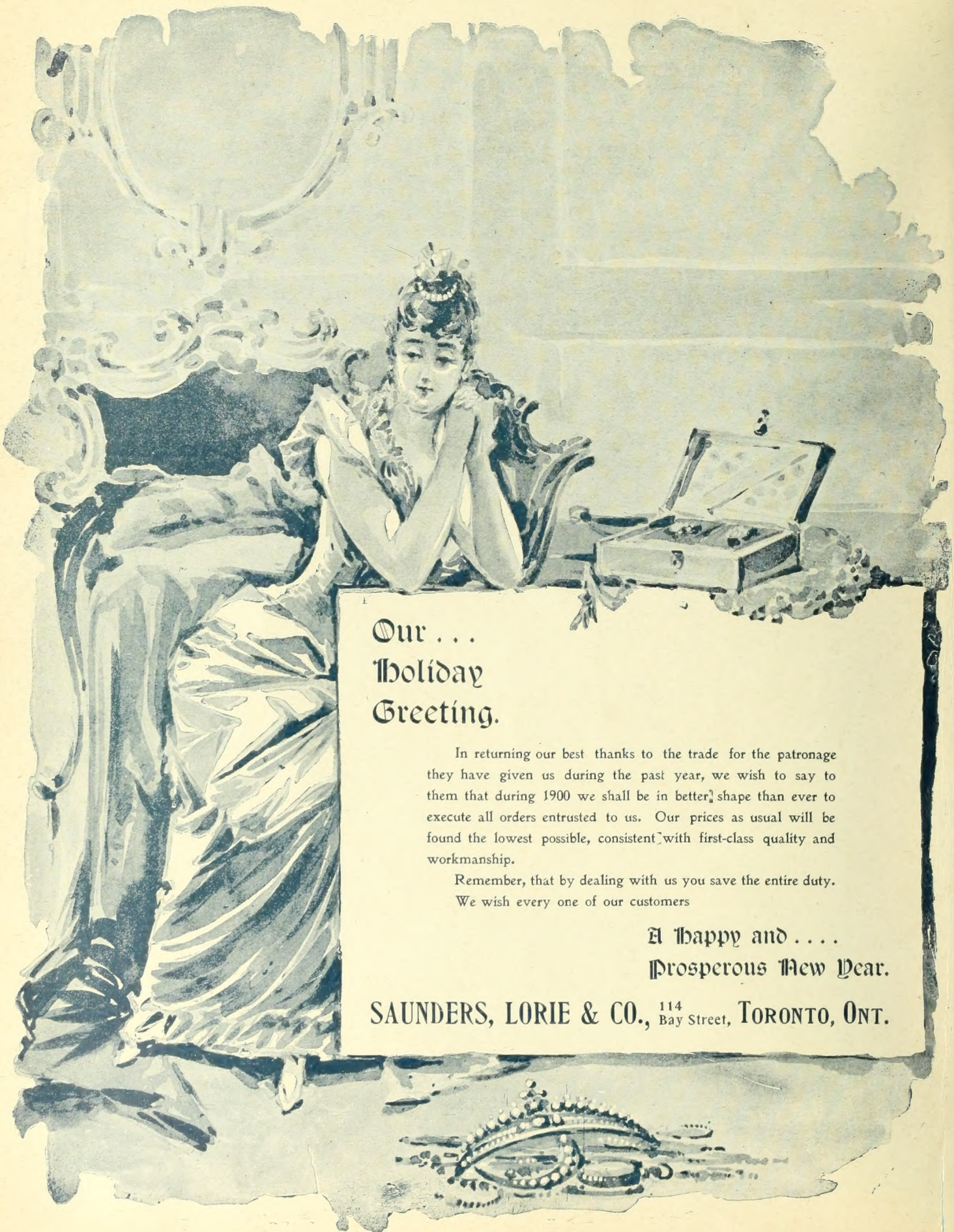
We are now preparing our new line, which we expect to put on the market at an early date.

Address all communications to office,

20 and 22 Adelaide St. W.,

Toronto,

OPPOSITE GRAND OPERA HOUSE.



Our . . . Holiday Greeting.

In returning our best thanks to the trade for the patronage they have given us during the past year, we wish to say to them that during 1900 we shall be in better shape than ever to execute all orders entrusted to us. Our prices as usual will be found the lowest possible, consistent with first-class quality and workmanship.

Remember, that by dealing with us you save the entire duty.

We wish every one of our customers

A happy and Prosperous New Year.

SAUNDERS, LORIE & CO., 114 Bay Street, **TORONTO, ONT.**

The Trader & Canadian Jeweler

TORONTO, ONT., JANUARY, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

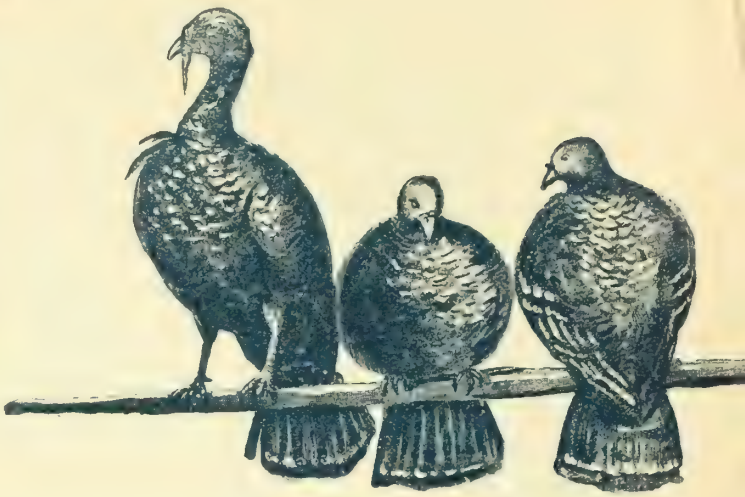
Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



EDITORIAL

THE COMPLIMENTS OF THE SEASON.



THERE'S wishing you "The Compliments of the Season and a Happy and Prosperous New Year."

The holiday season, that harvest of the jeweler, has been and gone, and again we have to chronicle the death of the old year and the birth of the new.

It is truly wonderful how quickly the years come and go as we grow older. It seems as though no sooner had the new year got under way than we are making preparations for its close.

The past year has been a momentous one in the history of the British Empire, as well as in many a British family. We have been plunged into a war, not of our own seeking, that while it will no doubt ultimately add to the strength and power of the Empire, will tax our utmost resources by land, and make many a gap in the ranks of our British heroes which it will be hard to fill. That Britain will ultimately conquer we have no manner of doubt, but victory will be dearly bought.

Canadians have a vital interest in the conflict, for over a thousand of our bravest sons are fighting side by side with the best blood of Great Britain and the other colonies in the defence of the flag in far off South Africa. Our hearts and our prayers are with our boys in this campaign, and while it is almost too much to expect that they will all escape unscathed, we ask for them either a safe return or glorious death with their face to the foe. God bless our brave soldier boys, and if it be His will bring them all safely back to their loved ones and friends.

We are glad to hear such good accounts of trade from all parts of the country. Money has been more plentiful than for some years back, and the general report is a large increase in trade over last year, good and all as that was. We trust that all our readers will have been able to enjoy their Christmas turkey on account of the knowledge that their balance sheet will make a more than usually good showing.

To every one of our readers we hold out the hand of fellowship and good will, and wish them one and all, again, for the twenty-first time, "The Compliments of the Season and a Happy and Prosperous New Year."

A STRANGE ANOMALY.

THAT credit has hitherto been altogether too cheap in Canada, is a truism about which merchants in every line of business have for years been heartily agreed.

Indiscriminate credit has been the curse of Canadian trade, and the rock upon which many merchants both wholesale and retail have been wrecked.

We are glad to say, however, that during the past few years, the eyes of the Canadian people have become opened to the abuse of the credit system, and as a consequence, it has become greatly curtailed and is fast being brought within proper and legitimate bounds. Even yet, however, there are not a few dealers who have enough of the old leaven in them, to think that "credit" is their natural birthright, and that they should at all times be able to get all the goods they want on their simple promise to pay. When such a merchant walks

into the wholesaler's office and informs him that he wants five hundred or a thousand dollars worth of goods, he seems to think that all he has to do is to mention the fact in order to get them. Does the wholesaler ask him a few leading questions about his standing and affairs, how he proposes to pay his bills, he gets insulted at once, and fancies he is being accused of having dishonest designs upon the wholesaler's goods.

The merchant who has this business super-sensitiveness, has sometimes occasion to seek the services of a banker in his own town. He wants to raise money, and getting together the notes of some of the best of his customers, he endorses them and goes to interview his banker. Now in offering such paper for discount, the merchant pledges to the bank, not only his own worth and reputation, but that of his customer, the maker of the note. Does this satisfy the banker! Not at all. Before he will entertain the matter, he not only wants from the merchant a statement of his business affairs, but the facts in regard to his property and interests of every kind, and not until he gets these does he consider himself in a position to make up his mind as to whether he will advance the money upon the security of the notes offered.

Does the merchant kick when asked by the banker about his affairs? Not by a long chalk. Why? Simply because he knows that he can't get the loan in any other way, and he is only conforming to the usual custom of the banking business. He knows very well that it is of no earthly use for him to go to the banker and ask a loan of money, simply on his own word, or even on his own promissory note. No, in order to get a hearing at all, he must take in fairly good business paper made by some one else, and add to it his own endorsement.



TORONTO FIELD BATTERY, "QUARTER COLUMN."

How different is all this from his action when he interviews the wholesale merchant for the purpose of obtaining say the same amount in merchandise. He does not offer the merchant another man's note endorsed by himself to secure the payment of the account when due. No indeed, far from it, and he almost feels insulted when the merchant kindly and cautiously suggests that he give him some particulars about his resources and chances of payment. In fact he seems to consider, that although the banker has every right to get both security and information, the wholesale merchant has no claim to any consideration in this respect at all.

That such an idea is unfair and illogical may be readily seen if such people would only take the trouble to think over the thing quietly. As a matter of fact, the banker is really just as much of a merchant as the wholesaler, the only difference being that the former sells "money," while the latter sells "goods." Merchandise is only money in another form, and the wholesaler's goods have been paid for with the banker's money, probably within a few days of their having been passed into stock, so that to all intents and purposes they are money to the wholesaler.

There are very few merchants who would care to go to their wholesalers and ask them to loan them say, $500 or $1,000 in cold cash for four months; but these same gentlemen do exactly the same thing when they ask them to sell them their merchandise on four months' credit.

Now we don't desire any of our readers to carry away the idea for one moment that we are averse to the credit system. While we believe that the cash system is best, and that the closer we can approach it the better it will be for this or any other country, still it is not feasible at this stage of Canadian national development. It may, and probably will, come later on, but this country is not yet ripe for it. Under present conditions, credit must and ought to be extended to retail merchants, but this should be carefully done, and not indiscriminately as was formerly the case.

It is to the advantage of the honest, careful, 100-cent-on-the-dollar merchant, that the giving of credit should be conservatively administered by the wholesalers, for indiscriminate credit was undoubtedly the cause of the inordinate and often dishonest competition, that was years ago so prevalent amongst Canadian trade.

The merchant who pays cash for his goods when he buys them, will always be careful to see that not only does he sell them at a living profit, but that if he sells on time, the purchaser will be good for the amount of his purchase. He is selling his own money, and it is only reasonable to suppose that he should want to see it again, if not, he has to pocket the loss himself.

Next to the cash merchant, the one who buys on credit and pays his notes at maturity, will incline to do a safe and legitimate business, because he knows that honor demands his carrying out his obligations promptly and faithfully.

The most dangerous competitor that either of these merchants can have, is usually one who without any resources of his own, buys entirely on credit, and has no real care whether he succeeds or not. These are usually the men who slaughter goods, sell any Tom, Dick or Harry, and demoralize trade generally.

In asking for a better system of giving credit among our wholesalers, it is not entirely in their interests that the retail trade should be required to furnish satisfactory information before such is extended, but equally in the interests of the

retailers themselves. The honest man who intends to pay his notes when they are due, should not, and will not, hesitate to tell the man from whom he desires to obtain credit, whether he be banker or wholesaler, just how he stands ; in fact, we should think that he would rather take a pride in doing so, knowing that his word will be accepted and better business relations established between them for the knowledge thus confidentially imparted.

If wholesalers were therefore to take a leaf out of the banker's book, and make it an invariable rule not to extend credit until they had satisfied themselves that the applicant was worthy of it, they would, in our opinion, not only be doing a good thing for themselves, but to the entire retail trade at large. If indiscriminate credit is the cause of much of the losses that the whole trade suffer from, it is equally provocative of loss to the retail trade by inducing reckless, and often unfair competition which demoralizes the business. Looked at from this standpoint we think that instead of objecting to this sensible business procedure, retailers would see that it was to their own interest to give such information cheerfully and without reserve.

OF INTEREST TO THE TRADE.

OUR readers will doubtless remember the case of The Queen *v.* The T. Eaton Co , Ltd., of Toronto, for misleading advertisement and description of a plated tea set, advertised and warranted as "quadruple plate" when in reality it was of very inferior quality. The action although brought in the name of the Crown, under the Criminal Code, was really instituted and backed up by the Retail Merchants' Association of Canada (of which Mr. E. M. Trowern, an old Toronto jeweler, is secretary), and was intended only as a test case in order to try and put a stop to the misleading advertisements, by means of which the Association contend that department stores have been enabled to deceive the public, to their own profit, and the loss of regular trades of all kinds.

At the trial, the verdict was substantially against the T. Eaton Company, on the main count of the indictment, that of wrongful description and misrepresentation, and on the advice of their counsel the company decided to appeal against the verdict, which was accordingly done. As our readers will see by the detailed reports given below, the Divisional Court of Appeal has again decided against the T. Eaton Company; by affirming the verdict registered by the lower court.



TORONTO ARMOURIES.

This case is an important one to the trade generally, not only on account of the bearing that it must have on the business methods of department stores generally, but inasmuch as it will affect in a similar way, every line of business throughout this country. Boiled down to plain English, it means, that, no merchant, whether running a department store, or any other kind of a store ; has any right to misrepresent the goods he offers for sale, whether by advertisements in the public press, or any other means. In other words he shall not be allowed to sell goods under false pretences.

In our opinion this is a very proper restriction, and in the interests of the general public, who are almost entirely ignorant of the real value of goods, one that in these days of keen and often unscrupulous competition is imperatively demanded. While there are many notable exceptions amongst the merchants of this country, there are not a few who are utterly indifferent as to how the public are gulled so long as they make sales. How often does one find goods advertised in the daily newspapers at prices which are boldly stated to be even less than one-half of the ordinary selling prices asked by competitors for the same articles. In many cases investigation by an expert reveals the fact that the assertion is false, the goods either being only cheap imitations of the high priced goods they are intended to be compared with, or else they are so utterly out of date as to be worth no more than the price asked in the ordinary way.

Although this style of advertising has been much used by certain department stores in this city and elsewhere, and has without doubt had a great deal to do with building up the gigantic businesses that they have, it is not confined to them by any means. Ordinary merchants dealing in special lines have also used it with much effect and in some instances to the injury of themselves as well as their competitors in the same line of trade. No matter who practices it, it is wrong and should be put a stop to in a summary manner. The department stores have been the greatest offenders in this respect, but they will hereafter be compelled to fight fair, and not hit below the belt, as they have so often done in the past by means of misleading advertisements. Even without this aid, they have advantages enough on their side, and the ordinary storekeepers of every line of business will find it hard enough to compete against them on their merits.

This matter is an important one, and every honest merchant will be glad to learn that the Retail Association's fight for honest trade has been so successful. To the large number of

retail jewelers who contributed towards the prosecution of this case it will be particularly gratifying, as they have not spent their money for naught or in vain. We annex herewith the report of the trial made by the law reporter of the Toronto *Daily Mail*, and we ask our readers' careful perusal of it :

DIVISIONAL COURT.

Before Meredith, C. J., Rose, J., MacMahon, J.

Reg. *v.* T. Eaton Co.—Judgment in the Crown case reserved by the Judge of the County Court of York, presiding over the Court of General Sessions of the peace of that county, upon an indictment of the defendants for applying a false trade description to goods. The indictment contained four counts, each, charging in different terms the application of a false trade description to certain pieces of silver-plated ware, the first three counts covering certain marks upon the goods themselves, and fourth count referring to an advertisement which the evidence showed had been inserted in a Toronto newspaper on the 10th of June, 1898. The jury found the defendants not guilty on the first three counts, and guilty upon the fourth count, which was that the defendants "unlawfully did sell, and unlawfully did expose for sale, and unlawfully did have in the possession of the said company for sale certain goods, to wit, certain pieces of silver-plated ware, to which and to each of which a false trade description, to wit, the words or marks 'quadruple plate' had been applied, contrary to the Criminal Code, sec. 446." The advertisement in the newspaper of the 10th of June, contained this statement : "We're going to sell ten sets, four pieces quadruple plate, handsomely engraved, regular price $12 a set, Saturday at $6." This advertisement was handed to some one in the office of the newspaper on the 10th of June, and it was sworn that the defendants then had in their possession a number of tea sets, to which the advertisement was intended to apply. On the 11th June, 1898, a tea set was sold, in the ordinary course of business, to one John Impey, a witness for the Crown, who inquired if the set he was purchasing was one of those advertised as "quadruple plate," and was informed by the saleswoman that it was, and that he could rely on the advertisement. Ten sets similar to that purchased by Impey were ordered by defendants from the manufacturer after the advertisement was left at the newspaper office, but the witnesses differed as to whether they were ordered on the afternoon of the 10th or the forenoon of the 11th. The tea set sold was proved not to be of the quality of those advertised. The questions reserved for the opinion of the court were as follows : 1. Was the use of the words "quadruple plate" by the defendants in the advertisement an application of a false trade description to goods, within the meaning of the fourth count, provided that the goods were not and could not be properly described as quadruple plate? 2. Was there evidence to go to the jury that the description "quadruple plate" in the advertisement might refer to the tea set sold to Impey? The majority of the court were of the opinion that the questions should be answered in the affirmative. Rose, J., dissented. The conviction was, therefore, affirmed. J. J. Maclaren, Q.C., for defendants. J. R. Cartwright, Q.C., for the Crown.



TORONTO, LOOKING SOUTH FROM QUEEN'S PARK.

THE TRAVELLING MAN.

THE Travelling Man is the forerunner of prosperity, and the envoy extraordinary and minister plenipotentiary to all whom it may concern. He hails from the house of light, and is commissioned by all the jobbers in joy.

He goes forth in the spring-time and fertilizes the earth with unctous story, and in the autumn he joins in the harvest song, covering his person the while with fine linen and velvet out of his expense money.

He knows his rights, and knowing, dares maintain; therefore he lives on the fat of the land, dispersing small things, and cultivating the liberal arts, or the art of being liberal, which is much the same.

Like the busy bee, that bears the pollen from flower to flower, so he bears seed thoughts from man to man, and the work fructifies, and is more glad and bountiful for his being in it.

He is ever a pilgrim, but never a stranger. He sings in the church, talks politics on the streets, and dances polka at night.

He cheers the country merchants, educates the cross-roads politician, and by dropping a dollar among the Peter's pence, throws a ray of light athwart the pathway of the man of God.

A homeless wanderer, his grip is no less embarrassed in the check-room than he among the children of men.

He is easy and informal in his manner, and often engages the attention of the waiter—male and female—without the necessity of an introduction. Probably he has met them elsewhere on his route, and it makes him feel at his own fireside to hear their gentle voices calling: "Roast beef, roast mutton, veal and Irish stew." And if he is true "Knight of the Grip" he will aptly answer, "Give me Irish, too." So there is new music on the porcelain cymbals, and joy about the board of the wayside inn that day. But beneath the gay and nonchalant demeanor there is oftentimes a serious vein. Some little locket holds a counterfeit of those who have a story, or in his watch case is a face that is much to him. More than one dependent relative may be a pensioner on his purse, and now and then he takes a flyer in the market just to chance a little Christmas present for the fireside folks at home.

He troubles not the world with his own affairs, whether of grief or gladness, but bears to all about him the spirit of romance and knight-errantry, of which he is the only representative extant.

He sits at the same board with a farmer, and pays twice as much for his meals without a murmur, and has no intention of starting a political party to right his wrongs.

Now and then he drives across the country, and after buying his team presents it to his host.

He travels nights and Sundays, spoils a dream of home to catch a train, and, worse than a soldier, campaigns in wet and dry, hot and cold.

He eats oleo. for butter, drinks abominable lukewarm coffee without cream, devours eggs that any hen ought to be ashamed to cackle over, and is regaled with spring chicken that was beheaded in the presence of her mourning grandchildren.

Such in brief, is his lot, and such the hero of the grip. His vices are known, but his virtues are all untold.

Like the turtle his voice is heard in the land, and he is soup for many.

He goes forth from the ark when the waters subside to pluck the first green leaf and blaze the way for the children of men. Those who can't see his blaze will do well to follow his smoke.—Contributed by F.A.T.



TORONTO UNIVERSITY.







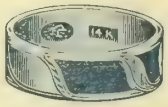


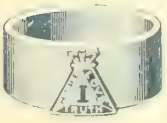


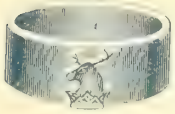










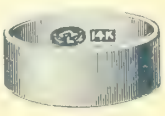


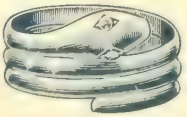


















WE WISH YOU ALL

..A..

HAPPY NEW YEAR.



GEO. H. LEES & CO.,

JEWELRY
MANUFACTURERS,

47 MAIN STREET E., HAMILTON, ONT.



THERE is no better way to start the New Year than by making a general clean up and sending all your Old Gold, Old Silver, Rolled Plate Scrap, Filings, Sweepings, and all waste containing Gold and Silver to us.

We have greatly enlarged and improved our Refining Plant and will promptly forward to you the highest cash returns.

We are at no expense to dispose of the refined Gold, but use it all in our own factory, enabling us to give best results.

Cheques sent for parcels of Old Gold and if amount offered is not satisfactory, the gold will be returned in same condition as received.

GEO. H. LEES & CO.,

REFINERS,

47 Main Street E., HAMILTON, Ont.

SIMPSON, HALL, MILLER & CO.,



Manufacturers of Sterling Silverware and Fine Electroplated Flat and Hollow Ware.

The trade will please note that we are now in our new quarters at Toronto, where we will be glad to see any of the trade who may visit the city.

Remember the address,

.....50 BAY STREET, TORONTO.

THE FEATHERSTONE DIAMOND.

By Thomas Keyworth.

I.

IT is well to be famous for something; so my friends often told me, and then they added that I was famous for my paper knife. This gave rise to a question which produced considerable controversy at the time: "Is a fact like that conclusive proof of the paper knife being extraordinary, or may it mean that the owner is insignificant?" I hope I took the banter in good part. Bowman said it was capital fun, and Sweepstone said anything would produce mirth if properly treated, and others made similar remarks as they enjoyed the laughter which was produced. The men who were most thin skinned were readiest with their jokes, so I looked upon it as a compensation and tried not to begrudge them their amusement.

Bowman would have it that I had stolen the paper knife, and Sweepstone hinted something about a still more serious crime being connected with it. Then there were roars of laughter which would have put a light heart into a hypochondriac.

I may remark at this stage that Bowman and Sweepstone were two bachelor friends of mine, both good fellows, and both fond of a joke—at other people's expense. Bowman was a solicitor, and Sweepstone was a stock and share broker. Bowman always spoke about himself as a member of a learned profession, and he referred to Sweepstone as a mercantile Bohemian. Sweepstone returned the compliment by saying that lawyers existed on a reputation which they won when ignorance prevailed among people in general, but that stock and share brokers were in "the foremost files of time;" they represented the scientific spirit applied to the region of commerce. But they never railed against each other long if they could find a third person to torment.

"The paper knife was a marvelous production, I must confess—only fit for a millionaire," said Bowman. "Or a lunatic," responded Sweepstone, starting the laughter which followed. Because of remarks like these I persistently refused to say how it came into my possession.

Let me describe it. The blade was nine inches long, and it consisted of richly tinted agate. The stone had been worked until it was thin enough for the purpose to which it was devoted. Agate is exceedingly hard and brittle, so that great care must have been exercised by the lapidary who ground and polished it. On the blade was engraved the motto, "Nothing but Leaves." The handle was silver—a good, substantial handle, which might have been on a dagger or a bowie knife. It was richly chased, and the ornamentation was very beautiful. On each side of the handle, in the thickest part, there was an oval framework, representing coral and seaweed. Inside the frame was a dolphin, which seemed to be swimming in water and bearing a child on its back. It was indeed a wonderful paper knife; its only fault was that no ordinary mortal would ever have used it for cutting the leaves of a book or magazine.

"Lend me that stolen paper knife," Bowman was fond of



HORTICULTURAL GARDENS, TORONTO.

WHEN PREPARED DON'T DELAY

just because someone advises you to "better wait awhile" before placing yourself in a position to double or quadruple your income. Why delay in such a matter?

Do the thing when you can

is the advice of those who had been told to "better wait awhile" and continued on "in the same old way" until they acted on their own ideas and attended a course of instruction, or else wanted to do so but found their circumstances so changed that they were no longer in a position to do it, and are to-day forced to compete with watchmakers who really do know their business.

Come Now.

Below are a few expressions showing what we did for others. Can we not do the same for you?

"I first went in on trial. At the end of a week the head watchmaker told me that my work was very satisfactory. I tell you it made me feel good, and I said to myself 'thanks to Mr. Playtner.'"

A. K. CHATTAWAY,
with Tilden Thurber Co., Providence, R.I.

"It did seem a little hard at first, having to look after so many watches and clocks and trying to turn out work as it was taught me at your school, but now I have attained such speed things are running smoothly and father is pleased. * * * You cannot imagine how much I would like to go back with you and make a watch."

A. D. SAVAGE,
with Savage & Co., Guelph, Ont.

"I owe it to you for making a good watchmaker of me. I often think I would not have been much good as a workman had I not attended the Canadian Horological Institute."

W. W. HAYWARD,
with R. T. Lepine, Halifax, N.S.

There is a growing demand for really competent workmen, at good salaries; the supply is far short of the demand. This fall we had nineteen calls for good workmen above the number we could supply.

Do you wish to hold such a position?

If you have the natural qualifications then we can put you in the way of both securing and holding it.

January is a good time in which to enter. Write for circulars without delay.

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King Street East,

H. R. PLAYTNER, Director. . . . **TORONTO, ONT.**

saying, if he found a book on my table which had not been cut; but I kept an ivory substitute for actual use, and preserved the agate and silver one for show. Bowman had to be satisfied with the ivory, while I submitted to his remarks about the absurdity of keeping a white elephant. If I said anything about ivory being more like white elephant than agate and silver, he solemnly failed to understand my reference and asked me to explain my meaning.

"That paper knife is like Bluebeard's key," said Sweepstone; "the crimson tints are indelible marks of blood. You cannot possibly wash them away, and therefore you are anxious to keep the proof of your guilt out of sight."

At that time I was classical master at the Millchester Grammar School. The school was situated in the middle of the town, near a river of filth. It was not surprising, therefore, that I lived several miles away, at a place called Barnfield. Railway trains and omnibuses ran regularly between Barnfield and Millchester, so that, for all practical purposes, I was quite near enough to the scene of my labors, and I was glad to get away from the smoke and mud which prevailed in the town.

We had a bowling club at Barnfield, and it was in connection with bowls that I became acquainted with Bowman, Sweepstone, and other men who resided in the neighborhood. We called the club a bowling club because we had a bowling green and the name sounded like open-air exercise and innocent recreation, but I am afraid that other games were greater favorites with many of the members. "Give a dog a good name and he cannot have the hydrophobia," said Sweepstone, in reference to our institution, which was patronized by men who would never have entered it if billiards or cards had been mentioned in the official title.

"Every man who has any self-respect is a bit of a hypocrite," was Bowman's sententious reply.

Previous to my appointment at Millchester Grammar School I was for two years the private tutor of a young man whose education had been interfered with by ill-health. His name was Brayshaw, and he was nephew to Rumford Featherstone, a wealthy man, who died very suddenly, leaving his enormous fortune to a widowed sister, the mother of my pupil.

I had paid several visits to Rumford Hall with Brayshaw during his uncle's lifetime, and had often noticed the agate paper knife, with its massive silver handle. My pupil knew that I admired it, and promised me playfully that if ever it came into his possession he would transfer it to me. When he was at Oxford and I had settled at Millchester, I received a polite note from his mother begging my acceptance of the paper knife as a memento of her deceased brother. I thanked her for the handsome gift, and wrote to her son also, acknowledging the celerity with which he had taken time by the forelock and fulfilled his promise before the appointed time.



QUEEN'S AVENUE, TORONTO.

I never satisfied my Barnfield friends about the manner in which the paper knife came into my possession. One reason for this reticence on my part was that there were certain rumors in circulation, soon after Rumford Featherstone's death, which reflected unfavorably upon a young man called Woodrough, who had been his private secretary. Both Bowman and Sweepstone mentioned the subject in my hearing, and expressed their opinion that Woodrough had stolen the famous Featherstone diamond, which disappeared mysteriously at the time when Rumford Featherstone died.

I often smiled when I thought what a precious opportunity

COHEN BROS. SPECTACLE TALK.

CHAPTER III.

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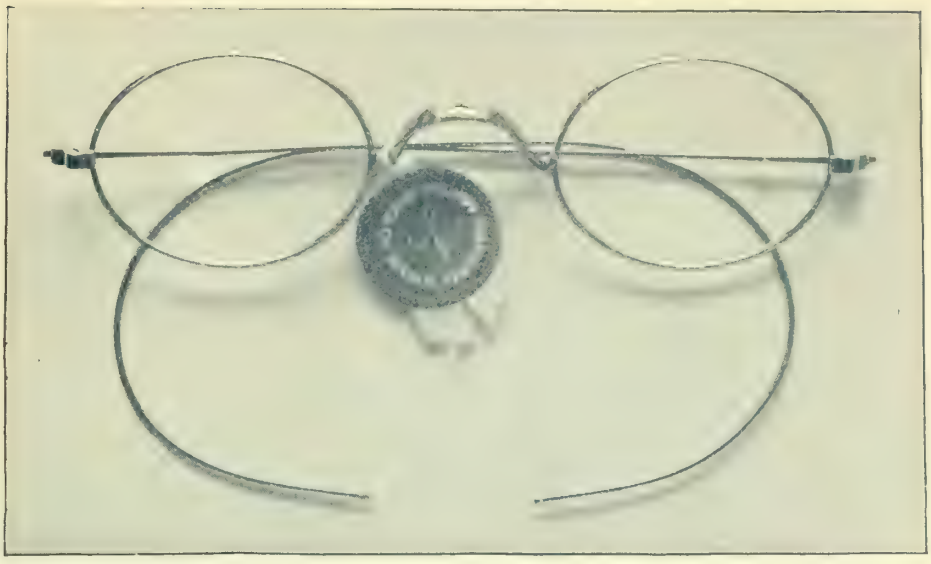
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for banter was lost to my friends through their ignorance of the circumstances under which the paper knife came into my possession. I could imagine Bowman raising his hands in pretended horror and exclaiming: "I knew there was theft connected with it. Jackson was in league with that private secretary, and they shared the booty; but I must say the partition of spoil was not fair. The fellow who got the diamond — unless — Jackson, where is that Featherstone diamond?" Then Sweepstone would have declared that he had an additional reason for his favorite theory about the shedding of blood and the suspicious looking tints in the agate.

Another circumstance which made me unwilling to say anything about my former connection with Rumford Featherstone's family was that Woodrough, the private secretary, was father, the Rev. Stephen Woodrough, a minister near London.

"But he stipulated that I should be known here as Stephens," said Woodrough, "and therefore I have lost my good name in more senses than one."

It was grim humor. But I believed in the young fellow, especially when I remembered that the Featherstone diamond was worth at least £10,000.

"If he had that diamond he would not be toiling at Millchester," I reflected. "Poor Woodrough!"

So there were several reasons why I did not care to tell Bowman and Sweepstone about what they called my champion paper knife.

II.

Rumford Featherstone was a very eccentric man. It was said that the only way in which he could be managed was to



SCENE IN ROSEDALE, TORONTO.

in Millchester. I met him one day when I was walking from the school to the station. He was startled to see me, but for that I should not have noticed him. When I knew him at Rumford Hall he was closely shaven, but he was beginning to grow a beard and moustache, which seemed likely in a short time to disguise him effectually.

As far as I could remember, nothing was really proved against Woodrough, and I was puzzled at the moment how I ought to treat him, but when I am uncertain what to do I invariably, and from impulse, follow the course which seems kindest at the moment, so I put out my hand to him as if nothing had happened which was discreditable to his good name.

He seemed very grateful, and told me that he had obtained a subordinate position in the office of Sheet & Piece, a well-known firm of shippers. Mr. Sheet was a friend of his take no notice of him—rather a peculiar kind of management, I must confess. Brayshaw, my pupil, acted on that principle, and the experiment appeared to be successful.

"Uncle meddles with everything and everybody, but he would be surprised if you attended to any of his suggestions. I never do." Remarks like that were often made by the lad in a jovial manner. Weakness and pain had not made him petulant, but he was ready to joke about his own infirmities.

"There are worse things in this world than a weak constitution," he said, "if it is not too weak. I have been spoiled, and I like it."

Fun must have been very difficult in the presence of Rumford Featherstone, who was a grim looking man of sixty-five. He had a face which looked incapable of smiling, and I never knew him try the experiment. His nephew was constantly making absurd remarks, but none of them appeared to affect

the uncle, who glared under his heavy brow at the venturesome youngster who was bold enough even to make puns in that forbidding presence.

Rumford Featherstone professed to trust nobody. His opinions about human nature were as unfavorable as possible, but in practice he was the most unsuspicious of men, and he might have been robbed with impunity. He locked up scarcely anything. He denounced the worthlessness of humanity and the dishonesty of society, while he left valuable articles about as if he had perfect confidence in his fellow men.

He was known to have a splendid collection of gems and some of them were of great value. The Featherstone diamond, especially, was one of the famous stones which have been honored with distinctive names, and it was known far and wide.

"If you want to be remembered as long as the world stands," he said to me when first he showed me his treasures, "you must procure a stone like this and call it after yourself. This will be the Featherstone diamond when all the monuments which have been reared in this generation are carted away for rubbish and when all the books which have been written during this century are forgotten."

"It may have half a dozen different names before the end of time," exclaimed Brayshaw. In the year 10,001 it may be called the Ching Chow diamond, if the Chinese rule the roast as they are expected to do. 'Rule the roast pig' Charles Lamb would have said."

Featherstone looked angry and, as nobody cared to laugh at Brayshaw's remark, he laughed himself, repeating:

"It will be the Ching Chow diamond, formerly the Pah Pah diamond of New Zealand. There is time for many changes before the year 10,001."

The Featherstone diamond was famous for its perfect color and matchless lustre. It had been cut to the best advantage and weighed 35 karats. If there had been nothing extraordinary in its appearance it would have been worth £10,000, but with precious stones value is enhanced by fame, and it was impossible to say what a stone like that might have fetched in the open market.

Some people say it was the only thing in the world which its owner really loved.

"He is a little more than indifferent to his sister," was a remark often made, "and he does not positively hate that nephew of his, but he loves nothing but his diamond."

In the library a massive safe stood, having the most recent improvements, including a time lock, and in that safe the precious stones were kept.

Woodrough was called the private secretary, but his duties had more connection with the jewels of his employer than with books and papers He had a key to the safe, and he generally set the time lock at night.

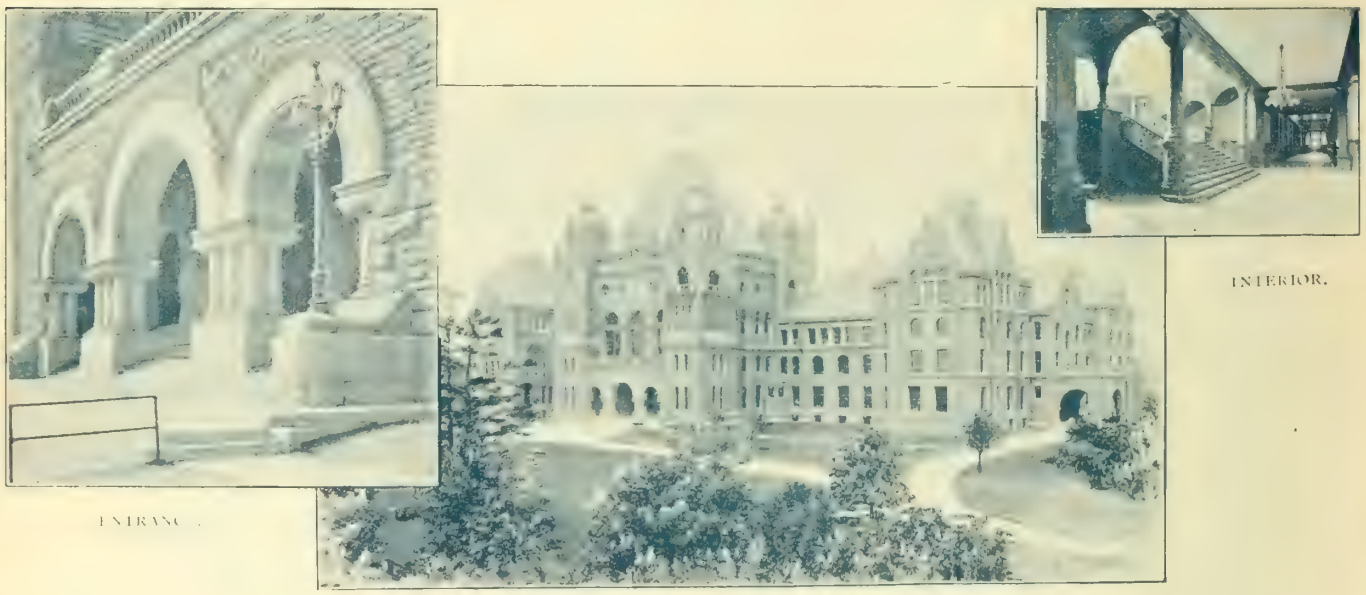
I liked Woodrough, and so did my pupil. He was a quiet fellow, fond of reading and attached to his employer. "Mr. Featherstone is not difficult to please," he said to me in confidence. "All you have to do is to find out what he is likely to want and then act as if he had told you. Very likely he will complain, but that does not matter. He is magnanimous enough not to expect me to say I am wrong when I know I am right. I have to watch that safe continually, and when I am going out I generally set the time lock; then nobody can open it. He has stormed a few times about my doing so when he has wanted something later than usual, but I say nothing but do the same thing again. I have known him to leave the safe open with half the gems on the library table. It is not fair to the servants. I remember the first time I discovered things in that condition I told him I should not consider myself responsible for the safe keeping of the treasures if some reasonable precautions were not taken to protect them."

"How did he like that?" I asked.

"Well, he made himself rather offensive," was the reply.

I looked at Woodrough, and I suppose he understood me to signify that I was surprised to find him still there.

"Oh, I did not eat much mud, I can tell you," he



ENTRANCE. INTERIOR.

PROVINCIAL PARLIAMENT BUILDINGS, TORONTO.

letters of inquiry were sent to the persons who were likely to have been taken into Featherstone's confidence in reference to the stone. No intelligence could be gained concerning it, and suspicion was directed toward Woodrough.

III.

Woodrough was never formally charged with having stolen the diamond, though I believe that was in consequence of Mrs. Brayshaw's attitude. The executors were very angry and great publicity was given to the affair, so that the name of Woodrough was commented on very unfavorably at the time. They would have charged him with theft, and they might have succeeded in convicting him on circumstantial evidence. Even if they had failed, his disgrace would have been more complete. But I remember Bowman saying that he wished he had the case in hand, and he showed how all the facts were dead against the suspected man.

was lying on the table The servant (male or female, I did not care which) picked up the jewel and went away, making the noise which Woodrough heard.

"It would be simpler to fall back on spiritualism," said Bowman. "Why not suggest that some mysterious agent from the other world put in an appearance and bolted with the gem? When you get off the track of reasonable evidence you might as well propose one explanation as another."

"Featherstone may have lent it to some servant or other," Sweepstone interrupted, "and the worthy admirer of nature's masterpieces may be keeping it until he can get it recut, and then he will pass it off as another stone. There are tricks in all trades but ours."

I met Woodrough several times in Millchester and felt sorry for the poor fellow.

"If he had the stone he could make money of it," I



ON THE HUMBER RIVER, TORONTO.

I did not acknowledge that I had any personal acquaintance with Rumford Featherstone or with Woodrough, but I sided with the secretary in the discussions, much to Bowman's disgust, who labored under the impression, which is not uncommon among a certain class of men, that an intimate knowledge of ancient classics is detrimental to a right understanding of modern life.

Sweepstone was not inclined to blame Woodrough much if he had purloined the diamond.

"Rather awkward stuff to sell," he remarked. "Something like a stolen note for £1,000 or the famous Gainsborough picture. If that fellow had been as sharp as some people are he would have laid his fingers on something which might have been turned into cash more easily."

My own opinion was that one of the servants had found Featherstone before Woodrough did, and that the diamond

repeated to myself time after time, "even if he had to get it cut into several smaller stones."

I was angry at not being able to use that strong argument on behalf of Woodrough when arguing the question with Bowman. I should have liked to say:

"The man you are charging with theft is working hard in Millchester under an assumed name. Do you think he would do that if he had in his possession a piece of property as valuable as the Featherstone diamond?"

But I was precluded by circumstances from making a statement like that, and I decided to show Woodrough how much confidence I had in his honesty.

"Come and dine with me," I said one day.

The poor fellow was moved, and I thought I could see tears springing into his eyes.

"Just our two selves," I said; "a bachelor dinner." But I

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made up my mind on some future occasion I would invite him to meet Bowman and Sweepstone. My only fear was lest the paper knife should be mentioned or anything should happen which might turn the conversation into undesirable channels.

Woodruff accepted my invitation and the day was fixed.

"Let me tell you this, once for all," I said, "I believe you are as innocent of any wrong in connection with the Featherstone diamond as I am myself. Now we do not need to mention the subject again."

The manner in which he wrung my hand convinced me that my confidence was not misplaced.

We spent a very pleasant evening together, and after dinner we went into my study to smoke and chat. I had put the paper knife out of sight, but when Woodrough introduced Featherstone's name and mentioned the diamond I thought there could be no harm in showing him the memento which Mrs. Brayshaw had sent.

"You know this?" I said, taking the knife from the drawer where I had placed it.

"Of course I know it," he replied. "I doubt whether there is another like it in the world. That is a splendid piece of agate."

"Mrs. Brayshaw sent it to me that I might have something to remind me of her brother."

"Unless you had the Featherstone diamond you could not have an article on which he set greater store than this paper knife."

Woodrough looked sad as he read the inscription on the stone, and I could not help thinking that it carried his mind back to happier days before his name had been clouded by suspicion.

"If Mr. Featherstone had been a man with whom it was possible to joke," he said, "I should have charged him with making this into a fetich. He often had it with him when he could not want to use it. He never did use it."

"Had it any interesting associations?" I asked.

"Not that I am aware of," was Woodrough's reply.

Then the subject was changed, and he told me about his early life and his love for mineralogy. His desire had been to get an appointment in the British Museum or in the office of a diamond merchant. Featherstone knew about his ambition and promised to help him.

"But all this is past," he said, "and I must toil on best I can in my present uncongenial sphere. But for my parents I would go to South Africa. My father is a minister at Surreyside; he fully believes the Featherstone diamond will yet be discovered, and he begs me to stay in England. Then there is somebody else—Ada; this trouble has been dreadful to her.

I knew whom he meant, but I did not reply.

"She has never doubted me," he said, after awhile. "Of course, I offered to break off the engagement. I thought it was only right, and her friends agreed with me, but she would not hear of it."

I learned then what I had not learned before—Featherstone had left the draft of a codicil to his will, in which he bequeathed £1,000 to Woodrough. As it was not a legal document, however, the executors gladly disregarded it.

Among the general topics which occupied our attention was a meeting of inventors, which was to be held in Millchester during the following week. I told my visitor that I hoped to have the pleasure of dining with Reedyman, the great electrician, who lived at Barnfield some years before I did and was a member of our club. Half a dozen of us were to dine together at Bowman's house. The others all knew Reedyman, but he was a stranger to me.

"It is wonderful what that man has accomplished," said Woodrough, "and yet I have been informed that he is almost self taught. If I am to do anything specially worthy it must be among precious stones, and that is the sphere which at present seems closed to me."

We were back again upon the old subject. He could not leave it. I thought he might possibly find it a relief to talk to somebody who was acquainted with his story, so I asked him what his opinion was about the fate of the Featherstone diamond, and I told him my own theory about a servant having taken it.

He differed from me on that point, and said his opinion was more romantic than mine. He thought Rumford Featherstone had put the diamond away somewhere, and he still hoped the hiding place might be discovered.

"I believe nothing on earth gave him so much pleasure as looking at that stone," said Woodrough, "and I often suspected him of carrying it about with him. I knew that it was not always in the special case which ought to have contained it. There was a secret drawer in his writing table, and there was another in a cabinet which stood in his bedroom. I believe he sometimes put the diamond in those places. A skillful workman has examined the furniture for other secret receptacles, but so far he has not succeeded in discovering any. He is to search again. Mrs. Brayshaw is very kind in affording every facility, and I am sanguine that in some out of the way corner a drawer will be found containing the missing treasure. Mr. Featherstone would not take the trouble to put things in his safe. He had faith in the security of the unsuspected. I knew nothing about that secret drawer which the cabinet maker has found in the library table. Where do you think it was?"

I could not guess.

"It was in the thick part of the leg," said Woodrough. "It was fastened by means of a hidden spring, and the carved work effectually disguised the opening."

"May the diamond be discovered!" was my earnest wish.

IV.

I knew perfectly well that Bowman or Sweepstone, or both of them, would make some ridiculous remark to Reedyman about my paper knife. I have often noticed in men who appear to pride themselves on their want of interest in literature that they get into ruts, and, however undesirable the ruts may be, they remain in them *ad nauseam*. They had a few favorite jokes, and no social meeting was supposed to have been successful unless all the jokes were introduced.

Reedyman was very quiet, and, as far as I could judge, very intelligent. He was full of questions about bowling matches which had been played since he left Barnfield. No stranger would have suspected that his name was a household

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We have added several new machines to our plant and increased our space to nearly seven thousand square feet.

We regret the necessity of offering to a few of our customers an apology for not being able to fill all their orders on time which were entrusted to us, but we promise to be more prompt this year and make better goods, as well as several new lines.

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word among people who took an interest in mechanical progress. If any other subject was mentioned, however, he was ready to show an interest in it. Bowls and machinery did not absorb all his thoughts.

Somebody mentioned a great American electrician and the manner in which he first devoted himself to his favorite pursuit.

"It appears to me," said Sweepstone, "most men of genius are started on their career by an accident. I wish the accident would come to me."

"Would it not be better to wish for the genius?" Bowman asked.

There was a laugh at that, in which everybody joined except Sweepstone.

"What was it that started you?" he asked Reedyman, as if to divert attention from the point which Bowman had just made.

"A paper knife'" was the reply.

I knew in a moment that my time had come, and no other subject would be required during dinner.

"Jackson, there, has the most wonderful paper knife in the world," said Bowman. "Stolen property; that is the worst of it."

The price of blood, you mean," interrupted Sweepstone, recovering his spirits at once.

"Let us hear about Reedyman's paper knife," exclaimed Fortiscue, a very sensible fellow, who, I dare say, was tired of the silly remarks which Bowman and Sweepstone were always making.

"I will tell you after dinner," was Reedyman's answer. "I never care to tell a long story when men are eating."

Have you patented that method" Bowman asked.

"Not yet," said Reedyman. "Perhaps I shall do so, and then other people will want to adopt it. Nothing is desired until it is forbidden."

He would never have told us that story if he had not been reminded of his promise.

"You must tell us what laid the foundation of your fortune," Sweepstone said. "We want to know all we can about paper knives."

This is Reedyman's story:

"When the great exhibition was held in 1862 I was near the end of my apprenticeship. I am a manufacturing silversmith by trade, as you know. My master, Metalmould, of Sheffield, had a case of exhibits, and among them were some very fine daggers, the blades being etched and inlaid with gold. My share of the work was the handles; each of them had a secret recess, which could be opened by means of a spring. The lid was so contrived among the work that a person unacquainted with the fact would never have suspected that the handle was not solid.

"Metalmould's name and address was on the case, so that anyone could tell where the articles were made. One day a gentleman came to our place in Sheffield, and referred to the dagger handles, which he had seen in London. He gave no name and we never knew who he was. He said he wanted a handle made which should have in it a recess capable of holding a bit of wood which he brought with him. It was about the size of a hazel nut. Metalmould said that would be an easy task.

"The gentleman wanted to know the cost, and Metalmould told him. The money was paid down. Then the gentleman said: "If the opening is so cleverly contrived that I may have the handle a week and not be able to discover how it is fastened, and yet a person who knows the secret can open it in a quarter of a minute without the use of tools, I will pay you £100 in addition to what I have paid already.' Metalmould sent for me and asked me what I thought about it. 'I will try my best,' I said.

"The time was fixed for the handle to be finished. The gentleman came punctually to the day, and the work was ready. I told him his piece of wood was inside. He returned in a week and confessed that he could not open the recess. Then he gave me the handle and took out his watch. 'Fifteen seconds,' he said. In ten seconds the lid was open and the bit of wood was on the table in Metalmould's private room, where the interview took place.

"I explained the secret to him and he was satisfied. He paid the £100 and Metalmould gave me £50. With that money I was able to purchase material necessary for certain experiments which I wanted to work, and from that day to this I have gone on, step by step, sometimes failing, it is true, and sometimes succeeding."

"But what about the paper knife?" Bowman asked. "You have left Hamlet out of the play."

"Oh, I forgot that part," said Reedyman. "The gentleman brought with him a splendid agate blade, and he asked to have it fastened to the handle for a paper knife."

Bowman and Sweepstone pointed to me.

"What now?" Reedyman enquired.

"Jackson owns the very knife," replied Bowman. "We say he stole it."

"Murdered somebody for it, you mean," Sweepstone interrupted.

My friends told me afterward that I looked as if the charges were true. I dare say I did, for many strange thoughts were surging through my brain.

"Was there a motto on the blade?" I asked.

"Perhaps there was," said Reedyman, "but I have no recollection of it."

"Do you remember the pattern of the handle?"

"Yes, I remember that well enough. It is what we called the dolphin and child."

"Guilty! Certainly guilty!" Bowman repeated several times.

"Bring a black cap," Sweepstone exclaimed.

My rooms were not far away, and without any apology I hastened there and brought back the paper knife.

As soon as Reedyman saw it he said:

"Well, this is wonderful. I never expected to see that again. It is certainly the very paper knife. Can you open the handle?"

I told him I was not aware that it could be opened.

At the end of the handle there was a small protuberance which appeared to be part of a shell.

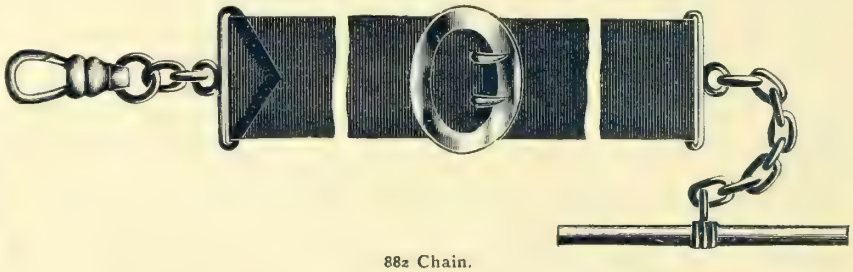
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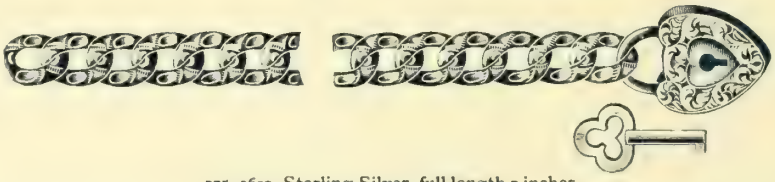
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said Reedyman; "place your thumb against that small knob, then press with your thumb. Now you find the shell will turn round."

As he explained the process we all watched him eagerly.

"You turn the shell round," he continued, "until that double line meets a double line on the handle."

He did what he described.

"Now," he said, "you notice that on each side of the handle are a dolphin and a child. On one side the child has its eyes open, on the other side they are closed. The lid is where the eyes are open. Put your thumb on that child's head and your first finger on the other. Now press. The heads were firm before I moved that shell, but they give way a little now. While you are pressing turn back the shell to its original position. And now look!"

He raised his thumb and the oval medallion which contained the dolphin and child sprang open.

"What now?" he exclaimed.

Inside the small recess which he had exposed was the Featherstone diamond.

I need not tell how glad I was to communicate with Woodrough, which I did that very night. Bowman insisted on sending a messenger in a cab with a note from me.

All I said in the note was: "Come at once. 'Important discovery.—EDMUND JACKSON."

Woodrough was spending a quiet evening in his uncomfortable lodgings, and he returned with the messenger, wondering what the message meant. The first thing he saw on entering the room was the Featherstone diamond.

"Thank God for that!" he said. Then he mentioned the name of Ada and fainted away.

We soon brought him round again, and I must say the two men who showed themselves the most demonstrative in their congratulations were Bowman and Sweepstone. Bowman had the effrontery to declare that he had heard something about the case, and never believed for a moment that Woodrough was guilty.

The diamond was speedily returned to its right owner, and I am glad to say that the executors of Rumford Featherstone's will paid to Woodrough, at Mrs. Brayshaw's request, the £1000 which her brother had mentioned in the draft codicil to his will.

Woodrough is married now, and the last time I saw him he told me he had found a position to his liking in the office of Messrs. Golgonda & Kimberley, the dealers in precious stones.

The paper knife is still in my possession, and in the secret recess I have a piece of crystal which Woodrough gave me. It is an exact copy of the Featherstone diamond.

LARGEST EMERALD IN THE WORLD.

A vase cut from a single emerald has been preserved in a cathedral in Genoa, Italy, 600 years. Its dimensions are: Diameter, 12½ inches; height, 5¾ inches. Every precaution is used to insure safekeeping. Several locks must be opened to reach it, and the key of each lock is in the possession of a different man. It is publicly exhibited very rarely, and then only by order of the Senate. A precautionary degree was passed in 1476 forbidding any person to approach the priceless treasure too closely. An antiquarian advances the theory that it was one of the gifts made Solomon by the Queen of Sheba, and has written a book to prove his assumption. It is difficult in these matter-of-fact days to believe so large an emerald had ever been found, and it would be interesting to hear the verdict of a gem expert after he had carefully examined the vase.

A DEALER WHO NEVER TOOK STOCK.

An old fashioned dry goods merchant, doing business in one of the interior towns for many years, failed the other day, and when an agent for one of the creditors reached the place it was to find the proprietor working hard to figure it all out.

"Lands! but I can't see why I should fail," he kept on saying. "Mebbe, though, I didn't collect sharp enough."

"You have a heap of goods here," said the agent as he looked around.

"Yes, more or less."

"When did you take the last inventory?"

"Inventory? Take everything down?"

"Yes."

"And make out a list?"

"Yes."

"And put down the cost?"

"Yes."

"And dust off the shelves and mop the floors?"

"That's it."

"And clean the windows and paint the front of the store?"

"Yes."

"I never went into that. I was going to one day about fifteen years ago, but they had a wrestling match in town and I let the inventory go. Mercy on me, but I can't understand why I should fail!"—*Ex.*

IT WAS ON THE DRUMMER.

A Griswold Street tailor was talking to a drummer when a nice-looking young man came in and after a few minutes' examination of the goods he ordered a suit of clother and left

"Nice young man," said the tailor.

"Looks like it," said the drummer.

"I make all his clothes," continued the tailor.

"Good pay?" inquired the drummer.

"Never pays for anything," said the tailor.

"What in thunder do you want to let him beat you for!"

"I don't."

"How do you get your pay?"

"His father pays for him."

"What a chump the old man must be. Who is he?"

"I am."

The drummer thought it was time to go then, but the tailor insisted on the drinks and then ordered a very nice little bill at sixty days.—*Detroit Free Press.*



THANKS....

We thank the Jewelers of Canada for having given us the largest year's business we have ever had. True, we have given you great value for your money, but we thank you none the less for your patronage and support.

For the coming year we propose to do better for you than ever, and to lead the trade wherever possible. As usual, our goods and prices will be right.

Particulars will be given later on.

J. J. ZOCK & CO.,

Manufacturing Jewelers,

34 Adelaide Street West, TORONTO.

We wish you all a Happy and Prosperous New Year.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

APPRECIATIVE.

TRADER PUB. CO., LTD., Toronto, Ont.

Gentlemen,—Please change my address for THE TRADER from my former address Upper Bedford, Que., to Valleyfield, Que. I am always anxious for the month to slip around so as to get THE TRADER news.

Yours respectfully,

WM. KINEHAN.

Valleyfield, Que., Nov. 27, 1899.

THANK YOU.

THE TRADER CO., LTD., Toronto.

Gentlemen,—I should thank you very much for the valuable paper which you have placed before us month by month for so many years without charge. I fear I can hardly appreciate the real weight of obligation laid upon me by your well directed efforts to create a higher business ideal amongst the Canadian trade.

I remain yours respectfully,

JOHN S. BARNARD.

London, Ont., Nov. 25, 1899.

OUR MONTREAL LETTER.

From Our Special Correspondent.

The man who "kills Kruger with his mouth," and fights all his battles on the sidewalks of our city streets, while reading the sensational bulletin boards of the newspapers, had his opportunity after our three reverses in South Africa, and he took full advantage of it. The situation was bad enough, but in no sense did our troops sustain irretrievable defeats, and the early future will almost certainly put a very different complexion upon matters. It must be remembered that the Boers have been preparing for war for twenty years, that they were the first in the field, that the country is eminently adapted to their peculiar style of warfare, and that, even so, they have not won even a single aggressive victory. It is safe to say that had Great Britain had the early advantages of the Boers, Kimberley, Mefeking and Ladysmith would have fallen long ago, and that British troops would never have allowed the Boers to have carried such strong positions as they have carried against them. The British Government has acted wisely in appointing Lord Roberts Commander in Chief, and Lord Kitchener Chief of Staff, also in sending out more cavalry and artillery. With these to the front, the end is certain and cannot be long delayed If necessary Canada will not be content with sending out one or two contingents, but will shed the last drop of her available blood for the maintenance of our great and glorious empire. The yelping of the foreign press is only what might be expected, it is the curs' protest at the greater dignity and importance of the mastiff. Such ribald snarling is a compliment.

The assets of Mr. J. E. Gagnon, jeweler, Quebec, were sold by auction on November 11.

The many friends of the late Mr. Paquet, jeweler, Quebec, will regret to learn of his demise.

Mrs. George Chillas, 25 Luke St., Montreal, held a very successful reception on Monday, November 27th, from 5 to 7 o'clock.

The bankrupt stock of Mr. John Watson is being sold from 20 to 60 cents on the dollar at the store formerly occupied by him at 2174 St. Catherine St., Montreal

Considerable excitement was caused on the busiest part of St. Catherine St. recently, owing to the discovery that the chimney of the building of Messrs. Henry Birks & Sons was on fire. Some of the storekeepers in the vicinity were greatly alarmed, two alarms of fire were sent in, and a general scurrying of the fire apparatus of the locality and the police patrol was the result. The soot had practically burned itself out; however, by the time the firemen had arrived, and their services were not required.

Mr. G. C. Snyder, carrying on business under the name of the Remington Cutlery Company, at St. Paul, Montreal, has assigned at the demand of Palmer, Packer & Co., of Boston, with liabilities of about $5,300.

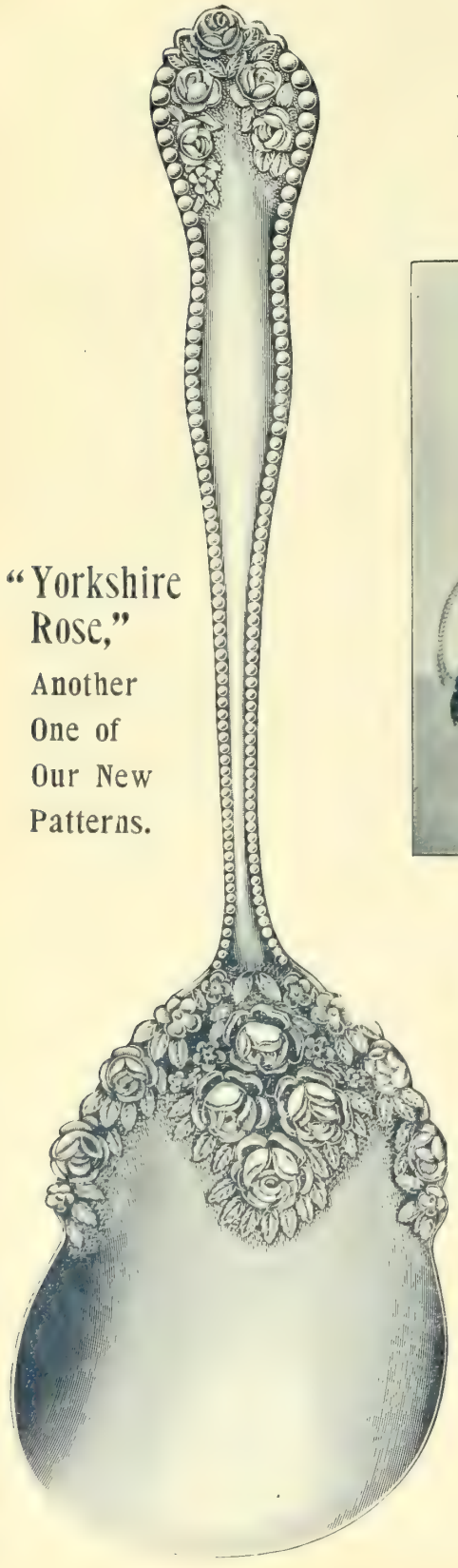
Henri Dufresne, aged 20 years, has been sentenced to three months' imprisonment for stealing about $200 worth of jewelry from his employer, Mr. Alfred Eaves. The leniency of the sentence is accounted for by Mr. Eaves' recommendation to the mercy of the court. Armand Lefebvre, who was charged with receiving the stolen goods, was given one month's imprisonment. It appears that Mr. Defresne was in the service of Mr. Eaves about five years, leaving about five months ago, and that, possessed with a key of the store, he used it on several occasions to enter the premises at night, and was thus able to steal the goods.

A very pleasant "at home" was given by Mrs. W. M. Burks at her home on Stanley Street recently.

A young man by the name of Roy has been sentenced to three months in jail for the theft of a sum of money from his mother. Roy was arrested last spring for complicity in a

THE TORONTO S

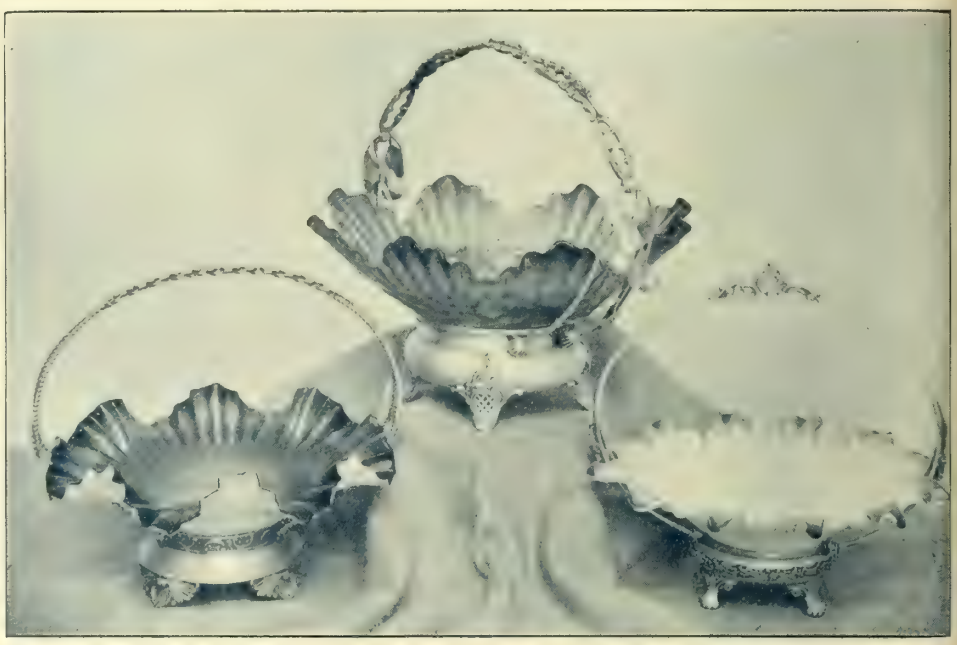
SILVERSMITHS AND MANUFACT



"Yorkshire Rose," Another One of Our New Patterns.

ELECTRO SILVER PLATE.

BERRY OR FRUIT DISHES.



No. 274. $5.00 list.

No. 276. $14.00 list.

No. 275. $5.00 list.

84 NEW DESIGNS

is what our travellers will immediately have to submit to the Trade in Hollow Ware from this department.

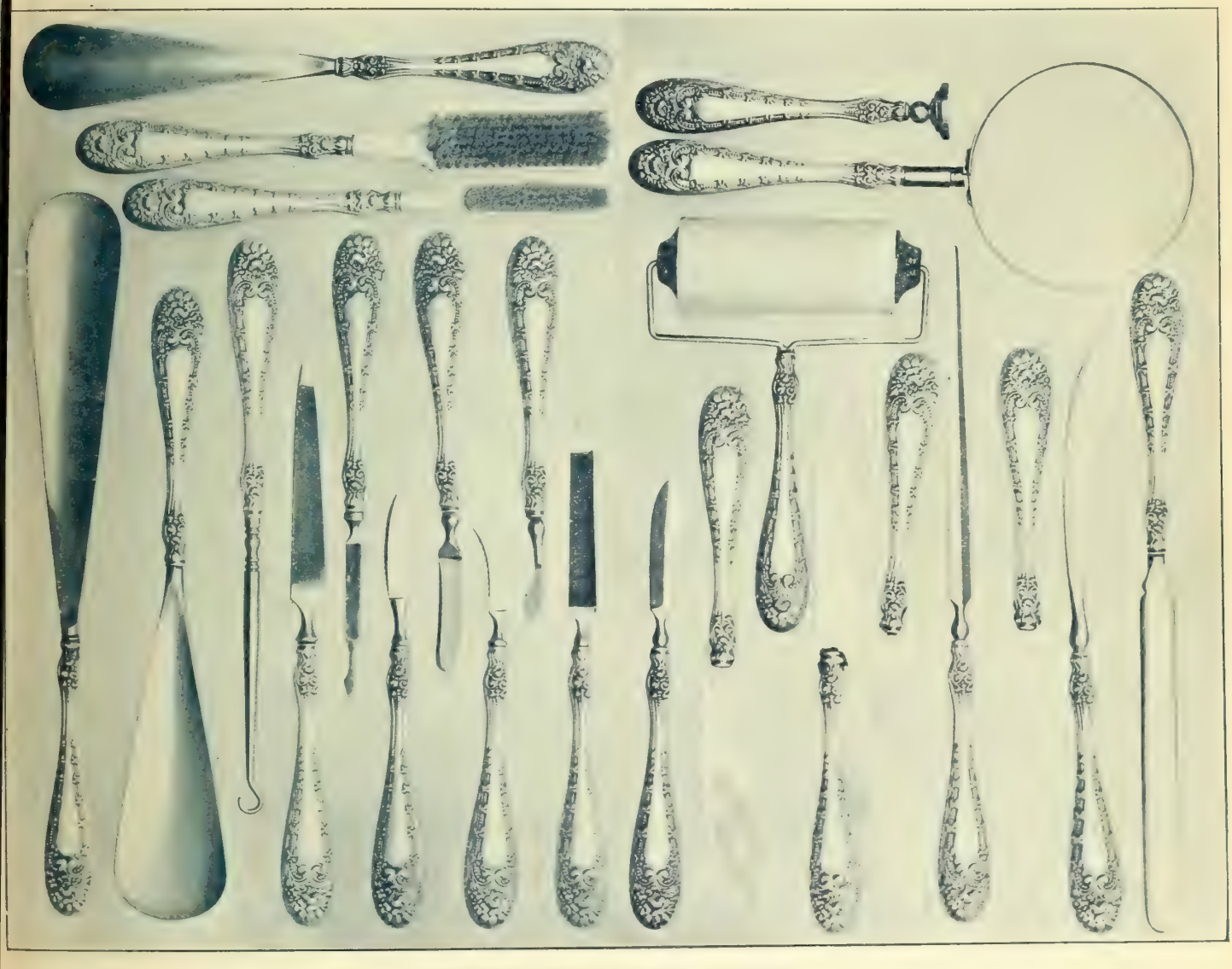
The designs are full of character and the prices proportionately as low if not lower than our new goods for 1898.

Why buy obsolete patterns when you can buy new, up-to-date goods for less money?

VER PLATE CO., LIMITED,

RS OF ELECTRO SILVER PLATE.

STERLING SILVER.



MANICURE GOODS IN ROSE PATTERN.

FACTORIES AND SALESROOMS,

KING STREET WEST,

TORONTO, CANADA.

E. G. GOODERHAM,
MANAGING DIRECTOR.

When considering

WHETHER THE HOLMES SYSTEM OF ELECTRIC PROTECTION IS A NECESSITY OR NOT—

do not question its value from a burglary standpoint only. The remark is frequently made: "We have nothing for burglars to steal."

The Holmes System Protects

against burglary,—but burglary is secondary to other valuable features of the system.

Do you realize how many nights your store is locked up with windows, doors or other openings left open?

Do you realize what damage might be done to your stock by rain through an open window?

The Holmes System Tells

you that every opening is closed, before you lock up.

Do you know whether any one enters your store after it is locked for the night, and have you any idea of how many thousand dollars' worth of goods are removed from stores during the night, by dishonest employees.

Do you realize how easy it is to obtain duplicate keys?

Did you ever think of the possibility of some one, having knowledge of the fact, obtaining the keys of your store from the pockets of an employee, while he was sleeping?

The Holmes Protection Gives

instant notice to the Central Office, if your store is reopened by ANY ONE—and the store is visited by an inspector to see if the party opening has the proper authority.

Do you know what time your employees open your store in the morning, and at what hour it is closed at night?

The Holmes Company Send

you a report every Monday morning showing the hour your store was opened and closed each day during the previous week.

There may be a fire upon your premises, which fact is telephoned or telegraphed to you immediately.

Your store may be next to one on fire and your premises broken open to get hose and water to burning building.

In this case the Holmes Company notify you.

Lastly

Burglars may attack your store—

If so, the Holmes officers are again on hand—

Never have failed.

Investigate and think over these many advantages of the

Holmes System of Electric Protection.

Office—10 Melinda Street—TORONTO.

Protect Your Store From Burglary.

THE ONLY

BURGLAR PROOF SAFE

IS ONE THAT IS PROTECTED BY THE

Holmes System of Electric Protection

Which is to-day guarding nearly every Bank Treasury, Safe and Vault in Toronto.

In a like manner the Jewelers of Toronto are guarded.

President—W. B. McMURRICH, Q.C. Vice-President—F. A. RITCHIE.
Manager—A. S. WIGMORE.

jewelry theft in Montreal and was allowed to go on suspended sentence.

Quite a celebrated case has been in progress in Montreal during the past month. Mrs. H. J. O'Neill, Chicago, wife of the celebrated plunger, known as the "Barley King," was charged with attempting to defraud her creditors in New York and Chicago of many thousand dollars' worth of dresses and jewelry. The case has been decided so far as Montreal is concerned and the defendant released upon a technical legal error.

The imports of jewelry and watches and manufactures of gold and silver through the port of Montreal for November amounted to $43,214, against $37,615 for the same month last year.

Mary Samson has registered as proprietress of La Compagnie Doptique et Bijouterie de Quebec.

The trade figures of the Dominion show a most gratifying expansion for the past year. The total imports amounted to $162,764,000, being an increase of $22,400,000 for the year. The exports decreased from $164,152,000 to $158,800,000 for the year.

Mr. Whimby, of Simpson, Hall, Miller & Co., was presented with a beautifully illuminated address by his Montreal and St. Lambert friends when he was in the city, the occasion being his leaving Montreal to take charge of the company's business in Toronto. A pair of diamond earrings were also presented to Mrs. Whimby, as a small token of esteem and regard.

The Hon. Minister of Customs was recently in Montreal and while there received a deputation of Montreal merchants respecting the new regulations of the department whereby duty is collected on commission charges, when such charges are not added to the manufacturers' invoice, but are part of the invoice of the commissionaire. Mr. Fred. Nelson, of Messrs. H. A. Nelson Sons Co., represented the views of the fancy and small goods trades. The Minister assured the deputation that it was not the wish of either himself or his colleagues to render customs collecting a vexatious task. The opposite had always been his desire, and any new regulations were intended to promote uniformity of collection and to avoid fraud. The question was an intricate one, and he thought it would be well to hear the opinions of other trade centres, and when all the views were before him a regulation might be more easily formed that would be acceptable. During the proceedings the question of the collection of duty on packing cases was brought up, and the Minister promised to give the matter his consideration.

Montreal retail jewelers have shared in the general prosperity and the holiday trade this year has been unprecedented. All the leading firms have well deserved their prosperity, as their stores have been dreams of wealth and beauty, and they have spared neither invention nor money to advertise their wares to the public. Never have stocks been so large or so well assorted, including clocks, jewelry, silverware, bric-a-bric, lamps, art furniture, silver and gold souvenirs and toilet accessories. Among the best all-round displays were those of Messrs. Henry Birks & Sons, Geo. G. Robinson & Co., J. B. Williamson, M. Cochenthaler, R. A. Dickson & Co., R. Sharpley & Sons, and Simpson, Hall, Miller & Co.

Financial circles and the public generally have been watching the progress of the Banque Ville Marie case with intense interest, and much satisfaction is felt that the defendants have received at least part of their deserts. It was the worst bank fraud that Canada has ever experienced, by which thousands were ruined and many more crippled financially for years.

It seems about decided that the Harbor Commissioners of Montreal will lease a part of the wharves to the Buffalo Syndicate for the purpose of building elevators and bringing a great grain exporting trade here. The various trade bodies of the city have sanctioned the lease, and if the syndicate brings from 35,000,000 to 50,000,000 bushels of grain to our port it would seem the part of wisdom to encourage it.

For several months burglaries were a nightly occurrence, but happily they fell off largely last month. The city has been well patrolled by detectives and the police have been armed, and it is to be hoped that these measures will be continued and will be permanently effective.

There has been a man painting the clock of the New York Life Assurance Company's building and he has attracted universal attention. He has now finished his work, which was to paint the circumference black, the figures white and the hands a sort of orange brown color. He sat on the outer iron ring and worked serenely away, and his equanimity was not disturbed by the fact that he was some two hundred feet above the stone pavement, and that only a slight rope prevented him from being launched into eternity. The distance between the figures and the stones of the building is eight inches; the diameter of the clock is fifteen feet; the minute hand is fourteen feet long and the hour hand nine.

Mr. Walter J. Barr, of the Goldsmiths' Stock Co., was in the city for a week near Xmastide in search of the nimble order.

Mr. B. C. Silver, of J. & B. C. Silver, spent the holidays in Montreal, returning from New York for that purpose. The firm has a branch in New York which is under Mr. B. C. Silver's management.

Mr. Jacob Levy, of the Levy Bros. Co., Hamilton, made a profitable visit to his Montreal friends the week before Xmas.

Mr. T. McG. Robertson's (of the Waltham Watch Co.) mother and sister spent the Xmas holidays with Mrs. Robertson's eldest daughter at Seaforth.

Mrs. A. R. Harmon has been spending a few days in her native city, Portland, Me.

Mr. A. R. Harmon, Canadian manager of the American Waltham Watch Co, has been slightly indisposed with a cold, but not sufficiently so to prevent him from playing his old familiar role of Santa Claus on Xmas Eve.

Among the best Xmas displays of jewelry on St. Lawrence Street, that of Messrs. Narcisse Beaudry et Fils, undoubtedly "took the cake."

Mr. Dyke, of Messrs. P. W. Ellis & Co., was in Montreal towards the close of the year.

MERIDEN BRITANNIA CO.,

MANUFACTURERS OF

SILVER PLATE THAT WEARS



SILVER PLATE THAT WEARS

IF you want to give your customers the good old **wearing quality,** combined with the **beautiful designs and fine finish** of modern times, it is necessary to see that all your Spoons, Forks, Knives, &c., are stamped **1847—Rogers Bros.,** and that your Hollowware carries our **name** and **guarantee.**

MERIDEN, CONN. and HAMILTON, ONT.

Messrs. Hayes and St. Jean, representatives of Mr. Alfred Eaves, spent their well-deserved holidays in the city, after a very profitable year's work.

Messrs. Jas. A. Pitts, Geo. Chillas, and Henry Pearce were among the principal jobbers who spent their holidays in town.

Messrs. G W. Clarke & Co., of St. Catherine St., made a beautiful display of holiday jewelry and fancy goods. The old established firm of Messrs. Henry Grant & Son were also well up to the mark in their display of jewelry and optical goods.

Many out-of-town retail jewelers were in Montreal during December, among whom we noted the following: Messrs. A. Nadeau, Shelford Mines, P.Q.; H. Girouard, St. Barnabe, P.Q.; A. Couture, Hull, P.Q.; A. Shetaudeau, St. Henri, P.Q; J. E. Renie, Nicolet, P.Q; J. O. Valliers, Shelford Mines, P.Q.; J. A. Baireteau, St. Reni, P.Q.; W. H. Backus, Granby, P.Q; L. Dupuy, Sherbrooke; J. E. Lavoie, Summerset, P.Q.; D. Cantire, Quebec; J. E. Lachapelle, Joliet, P.Q.; Armand Cartier, St. Jerome, P.Q.; and C. St. Jean, Louisville, P.Q.

"To all my friends and enemies and everybody here, I wish a Merry Xmas and a Happy New Year, a pocketful of money and a cellar full of beer, and a good fat pig to kill every year." That was about the old style of holiday greetings, when feeding was gross and drinking was heavy. Now-a-days we are more æsthetic in our habits, and we take a different way to express our good wishes; but they are not the less hearty for all that, and although we are not better perhaps at heart than our sometime gluttonous and boosy forefathers, our exteriors are more in keeping with the proprieties and it costs us less to color our noses. But however ascetic and æsthetic we are or may become, it is to be trusted that the good old fashion of wishing one another well at this season of the year will be very long in dying, and that we may always have a periodical burying of all hard feeling and a revival of right good will for all our struggling fellowmen. Good health and good luck!

HOCHELAGA.

NEATLY CAUGHT.

The following is told of a judge before whom a man was being tried for stealing a gold watch from a woman as she was entering a 'bus. The man declared the watch was his, and the woman was mistaken in identifying it as hers. Suddenly the judge asked:

"Where's the key?"

The prisoner fumbled in his pockets, and said he must have left it at home. The judge asked him if he wound the watch frequently with the key, and he said "Yes."

Then a key was procured, watch and key were handled to the prisoner, and he was told to wind the watch. He opened the case, but could not find any place to use the key, because the watch was a keyless one. The sentence was five years.—*London Tid-Bits*



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John E. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

A. A. G., Ont.: The patient is a girl twelve years of age, there is considerable astigmatism in her right eye, only the perpendicular line is seen distinctly on the chart, no other line being visible. The sight comes and goes so quickly that I cannot estimate the amount of defect. I had her eyes treated with atropine by a physician for several days, after which I made another examination with no better results. The sight would change, that is, it would come and go almost constantly?

If you had not had the eyes treated by a physician, we would have been inclined to think that the changeable sight was due to a spasm of the accommodation, but since you have had the eyes thoroughly treated with atropine, thus paralyzing the accommodation, we are obliged to conclude that the changeable sight is due entirely to the partial paralysis of the optic nerve, whereby the impression of light reaches the brain in an irregular manner. This symptom of the changeable sight would indicate that there is some diseased condition of the optic nerve or possibly the brain. We would advise you to refer your patient to a physician who pays special attention to brain and nerve diseases. Such a one is usually connected with insane asylums or hospitals.

T. E. S., Que.: I have a patient, a little girl who is cross-eyed. She has S D of hyperopia. Her vision is good either with or without plus S D S. Do you think if these lenses were worn constantly that they would strengthen the eyes?

If with the full correction before each eye, the eyes will straighten and she is able to use them, they will probably remain straight, but there will always be a tendency of the eyes to turn inward.

In order to keep the eyes straight it will be necessary to wear the glasses constantly. Should they be left off for a few days or weeks, the eyes will again turn in the same as before.

H. D., Ont.: I have a customer about sixty years of age who has never worn glasses, but who now comes to me complaining that he cannot read nor recognize his friends a few feet away. I have tried all kinds of lenses and find that he can see best with a double convex, but it makes only a slight improvement. What do you think is the trouble?

He has always been slightly near sighted and had poor vision for distance. Since he was forty years of age this has been lessened somewhat by presbyopia, which explains his ability to get along for the past twenty years without glasses. The most probable explanation of his present dimness of vision is lenticular cataract.

H. P., Ont.: I have a customer here who can only see straight ahead. Do you think glasses would help him?

He is undoubtedly suffering of paralysis of the muscles which move the eyes about in different directions. If this is

CONGRATULATIONS

FOR 15 YEARS'

IMMUNITY.



DOOR PLATE.

During all these years the members of the JEWELERS' SECURITY ALLIANCE have been visited by many THOUSANDS of people, BUT NOT ONCE has a "visit" been made by the festive BURGLAR. Other jewelers have been burglarized, some of them lightly, some seriously, but *they were not* members of the J.S.A.

The *warning to burglars* set forth on the handsome certificate, which is conspicuously hung over members' safes, together with the door plate announcement, has MOST EFFECTIVELY safe-guarded their premises.

If you are not a member, you will be wise to invest $2.00 *at once.*

It is a very small amount for the protection offered, and may save you the loss of THOUSANDS OF DOLLARS.

The President and officers of the J.S.A. extend their hearty congratulations to the members of the Association, and trust that the year 1900 will be as successful, in every sense of the word, as those which have gone before, and to the trade in general

A HAPPY AND

PROSPEROUS NEW YEAR.

his only defect, glasses would not be of any benefit. He ought to consult an occulist at once as prompt treatment would very likely effect a cure.

F. H., Ont.: A young lady has been wearing minus 3 1-2 D S for some time, these have not been satisfactory. I tested her eyes and find that she requires compound lenses. The left eye has a slight cast, and in order to see a card directly in front she has to look to the right at an angle of about forty-five degrees. She informs me she had never been able to see other than this way. Can a glass be found which will make vision or hold the eye in any way?

It would be useless to fit a glass to the deviating eye in its present condition. It should first be straightened by an operation on the muscle which draws it from the direct line of vision. After this is done a glass may be fitted, and the eye used with the good one for all purposes.

F. L. D., Que.: How can I tell a pebble from a glass lens?

The only reliable method of distinguishing a pebble from a glass lens, is by means of the Tourmaline pebble tester. This instrument has two plates of polished tourmaline stone, placed over the sight hole and held in position by shellac. The plates are of the non-axis cut variety and are so placed as to turn easily in any direction. To adjust the pebble tester, look through the sight hole, and rotate one of the plates until all light is excluded. When this is accomplished the grain of one plate is at right angles to the grain in the other plates, and the tester is adjusted for examining lenses. An axis-cut pebble lens when placed in the tester will enable you to see light through the sight hole.

The glass lens will not produce any change or will not permit any light to pass through the tester and into your eye.

To distinguish axis-cut from non-axis cut pebble, place the lens in the tester, and whilst looking into the sight hole, turn the lens around. If the light is continuous and is not shut out at any point, the lens is an axis-cut, but if the light is shut out at every ninety degrees, or each quarter of a circle, the lens is a non-axis cut pebble. The light is excluded by the non-axis cut lens when the grain of the lens is parallel with the grain of the one of the plates of tourmaline whilst at any other position light is admitted.

The one reason why pebble lenses are desirable for spectacles, is because of their hardness. The hardness prevents the highly polished surface from becoming marred with small scratches, such as repeated wiping will produce on a glass lens.

"WHERE ARE WE AT"—OPTICALLY?

WRITTEN FOR THE TRADER BY L. G. AMSDEN.

General Jerry Hooley's historical apostrophe may well be applied to the present optical situation, and the optician might easily translate this impressive and expressive interrogation to read, "Where is our finish?"

The rapid spread of optical knowledge, and the consequent growth of the optical business has been accomplished to a certain extent under artificial conditions. The present day optician is largely a hot-house plant. He has been seized upon in the heat of completion, taken from his natural soil—somewhat sterile—and carefully transplanted to the rich loam incidental to optical institutions, where instead of the cold biting winds of commerce and competition nothing but the soft and spicy breezes which blow from the font of knowledge are permitted to breathe upon him. Small wonder if he goes home with a high and mighty notion of the optical profession in general, and the niche in it that he occupies himself in particular. In most instances he has not had the advantages of a classical education, but this does not deter him from accomplishing marvellous feats in algebraic equations in the act of reduction.

A lack of medical knowledge is no bar to the diagnosing of serious physical ailments, and possibly the suggestion of original remedies, dependent, of course, upon the acceptance of his prescription for glasses. Now, this is not refraction work. It is not optics, in any of the transmogrified forms in which that much abused word has been compelled to do duty. He is certainly outside of all rules and regulations laid down by any optical institute of repute.

There are so many forms of eye trouble which are purely ametropical in nature, and as such disclose a broad field for the most searching enquiry in a domain particularly adapted to the scope of the optician. In it he can find a territory so recently explored as to offer the inducement of possible discoveries.

He can also travel the broad path of orthodox methods and gain affluence without a voyage of discovery.

It is a well known fact that the optical department is the best paying feature of many retail houses. The optician, while undoubtedly persona-non-grata with the occulist, is at least unmolested. Why then go out of the beaten path and hunt for hornets' nests. I have always championed the cause of the optician, and have maintained that he is doing just as good refraction work as the occulist, and unless some complications are met with in which the general health has to be studied, the medical practitioner has no advantage in the matter of diagnosis. But I have always and do now most emphatically maintain that there is a clearly defined limit to the optician's field of operations, and the condition referred to is that limit.

By all means, by earnest study and patient practice, and using all the instruments at command, let the optician attain to the very highest pinnacle in the correction of refractive errors. He may even experiment—as the occulist still has to—with the use of prisms for muscular correction, but beyond this every step is frought with danger to himself personally through a breach of the medical act, and it is a positive menace to the very existence of the optical profession.

THE LARGEST mortgage ever recorded in the town clerk's office in Middletown was received by Town Clerk Howard Dec. 15. It was given by the International Silver Co. and the Continental Trust Co., of New York, as trustee, and was for $4,500,000. This mortgage was given to guarantee the payment of bonds issued by the International Silver Co. This mortgage has been recorded in all towns where the International company own property.



First Jeweler:

Where can I buy New and Seasonable goods at rock-bottom prices, and still get the quality?

Second Jeweler:

AT THE FULTON JEWEL MFG. CO., LIMITED,

40 COLBORNE ST., TORONTO,

Where they always carry a well assorted stock of Rolled-plate Jewelry, Ebony Goods, Purses, Sterling Silver Novelties, and the best selection of Rings in Canada. My mail orders and jobbing are always promptly attended to.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(Continued.)

Advertising by means of window display, like that of newspaper advertising, is not always direct in its results, and its efficacy, therefore, cannot be gauged by the sale of any particular line, during the actual time of the display, neither must it be supposed that the advertising begins and ends with the line under display.

Large users of window advertising state that more enquiries are received after a line has been removed from the window than while actually under display.

An entire window space given over to an exhibit of watches emphasises the fact that a large variety of these goods is kept in stock, but by a perfectly natural train of reasoning it would suggest watch-chains also, without a solitary chain being displayed.

An excessive display, say of silverware, may be made to give the impression of a great bargain on one article, or a great variety of this line without a word regarding price. Add to this some carefully worded display card, and its value as a money getter is very evident.

Miscellaneous collections, containing a "little of everything, and not much of anything" are very much like sensation headlines to a mediocre newspaper ad. We are attracted by it, possibly from across the street, but unless it is composed of what is called "novelty goods"—which can be arranged to advantage in this manner—it is not a paying form of ad.

The mere display of goods does not consummate a sale. There must have existed a desire or a necessity for them, which it is the object of the display to stimulate, or possibly a desire may be created in some instances by an article of merit.

The eye is the window of the soul, not merely for use in looking *out* at the world, but for the world to look into the soul. Its expression reveals the soul's innermost nature.

The windows are the eyes of the store. By the nature, style and arrangement of its contents do we read, as it were, in an inventory—the commodities within. *Be sure they are a true index.*

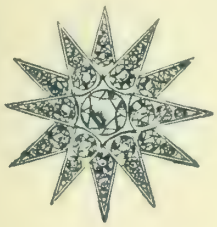
Light is Life.

Do not economise on the illumination of your windows. A gloomy and dimly lighted store is suggestive of transactions that are "shady."

(To be continued.)

ON DEC. 12, 1889, Henry W. Simms lost $700 worth of diamonds while he lay ill in the Central Block, Bay City. They were brought there in the rough by George D. Sidman from South Africa, and Simms prepared them for sale by having them cut by a Chicago lapidary. Soon afterwards they disappeared. Ten years afterwards a Bay City detective recovered them, but no prosecution will follow the discovery.

The Gift and the Price



Our collection offers holiday suggestions appropriate to all purses.
Whether you desire a silver trinket at a trifling cost, a useful time-piece, or a gorgeous diamond pendant, you will find our goods and prices right.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 37.

The Eyes Feed the Brain.

Parents who neglect their children's eyes are more cruel than the Chinese, who encase the feet of their little ones. One dwarfs the feet—the other stunts the mind.



When we adjust glasses study becomes a pleasure.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 38.

Rings

and rings alone—the fair can never receive too many.
They are love's tokens.
We pride ourselves on our collections with their wide range of prices.



We take particular pleasure in showing rings.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 39.

WATCHES

THE

Levy Bros. Co.,

LIMITED,

Wholesale Jewelers,

HAMILTON, ONT.

take this opportunity of conveying their thanks to their customers throughout the Dominion, and wishing them one and all

"A Happy and Prosperous NEW YEAR."

DIAMONDS.



TRADER REGISTERED.

TORONTO ENG. CO.



UNITED STATES.

ADOLPH ENGGASS, one of Detroit's best known jewelers, recently filed a petition in bankruptcy and was adjudged a bankrupt. The liabilities as given are $10,775; assets only $260, and claimed to be exempt. Enggass has been in business here for 15 years, and did a prosperous business when located at the lower end of Woodward Ave. About two years ago, however, he moved his stock into the store opposite J. L. Hudson on Gratiot Ave, and the location proved to be too obscure. Business fell off and Mr. Enggass says he recently reached the end of his rope.

BOSTON, MASS., Dec. 9.—The announcement to the effect that the Elgin National Watch Co. will put into effect on Jan. 1, 1900, a readjustment of the wages of the employees, so that the general average of pay shall be restored to the figures that ruled in 1892, has called out a report to the effect that the American Waltham Watch Co would also at an early date take similar action. One of the officials of the company, in reply to queries by a reporter, said: "The American Waltham Watch Co. began to raise wages in January, 1897, and the Elgin Co. has merely followed its example. No further changes are contemplated at Waltham. The Waltham pay roll is already substantially on the 1892 level. Our total pay roll, including all salaries, for the month of November, 1892, was $142,061, being an average of $50.12 per month, or $2 per day for 2,954 employees. For the same month in 1899 the total pay roll was $122,182, being a monthly average of $49 71, or $1.99 per day for 2,458 employees. Our force of employees has been somewhat reduced since 1892, as will be seen, chiefly through the introduction of new machinery, but we produced, none the less, last month, an average of over 2,100 watches daily, and expect to raise the average this month to about 2,300."

DEATH OF FRANK M. AVERY.—Chicago, Ill., Dec. 16.—Frank M. Avery, vice-president of the Chicago Brass Company, died on Wednesday at the Lancaster hotel. Dr. Noel, representing Coroner Berz, finds gastritis as the cause of the death. Mr. Avery called at the hotel Tuesday, and when assigned to a room gave the name of Charles Williams, but refused to register. He spent the afternoon in writing and about 8 o'clock called the bellboy and gave him two letters to mail, one of which was directed to a woman. The other, the boy thinks, was addressed to Mr. Avery's father. Early next morning the chambermaid reported that Mr. Avery was unconscious. At that time his identity was not known. Shortly after this Dr. Frank Billings and a Dr. Miller, sent, it is said, from the Avery residence, 2123 Prairie Avenue, arrived at the hotel. They remained with Mr. Avery until 2 o'clock, when he died. Both physicians immediately signed a death certificate attributing death to acute gastritis. Frank M. Avery was the son of T. M. Avery, former president of the Elgin National Watch Company, and was a member of the Calumet, Chicago, Washington Park, Illinois, and Chicago Athletic clubs. He was thirty-six years of age and leaves a widow and one child.

NEW YORK STANDARD WATCH COMPANY SOLD.—A despatch to a Newark paper from Jersey City, stated that the stock in the New York Standard Watch Company, held by President Roberts and Howard Slater, has been bought by a person who is said to be the agent of the Drexel-Morgan Company. Who the real purchasers are was not known, but it was generally believed that some sort of a consolidation of interests is going on, and that one management now controls the works in the Lafayette section of Jersey City, where the movements are made, and also the watch case factory near Philadelphia. It is said that the purchasers paid $752,000 for the plant, or $147 per share. About a decade ago shares could be bought for $37. It was said that the watch case plant will be transferred to Jersey City, and that the capacity of the plant will be doubled. President Wm. C. Roberts, of the New York Standard Watch Company, was seen in reference to the above despatch, and practically confirmed it except as to details. "You may say," he said, "that the same financial interests which now control the Keystone Watch Case Company and T. Zurbrugg Company will hereafter control the New York Standard Watch Company. The latter's factory will remain at Jersey City and there will be no change in the name. In fact," concluded Mr. Roberts, "the only change is that I will no longer be connected with the company."

SEIZED DIAMONDS AT AUCTION.—Detroit, Mich, Dec. 15th.—Twenty thousand dollars' worth of diamonds will shortly be sold at auction by the United States authorities here in the Federal building. The date of the sale will be announced later, and it is expected that diamond dealers from all over the country will be present. These stones, 581 in number, were seized by the authorities from Louis Bush, who was arrested here some time ago by special customs officer Chas. E. Lewis, who followed Bush across the border from Canada and landed him in jail. Bush was afterwards released on $5,000 bail furnished by William P. Holliday. To make the sale of the gems possible, Judge Swan entered an order forfeiting them to the Government, as no claim or answer had been filed within the time given to Bush. It is thought that he is at present in New York. The stones are in eleven packages, and it is the intention to sell them by the package instead of singly. However, if diamond dealers do not come in as large numbers as expected, Detroiters may have a chance to buy a few.

DESTROYED BY FIRE.—Bristol, Conn., Dec. 14th.—The case manufacturing building of the E. N. Welch Mfg. Co., clock manufacturers, Forestville, known as the J. C. Brown shop, was totally destroyed by fire to-night, causing a loss of $60,000; insurance, between $45,000 and $50,000. The building destroyed was of wood and brick, 225 feet long, 48 feet wide and four stories high. It was in the rear of a group of four other buildings, all of which were damaged, but the



THE DUEBER WATCH WORKS, CANTON, OHIO, U. S. A.

The factories of The Dueber Watch Case Manufacturing Co. and the Hampden Watch Co., at Canton, Ohio, are the largest, most modern and most thoroughly equipped for the manufacture of Watches of any establishment in the world. They represent an investment of nearly THREE MILLION DOLLARS, and are the only factories in America where a complete watch, movement as well as case, is manufactured under one management.

CIRCULARS, CATALOGUES AND PRICE LISTS FURNISHED ON APPLICATION.

William Allen Young, SOLE WHOLESALE AGENT FOR CANADA, **393 Richmond St., London, Ont.**

loss to the other buildings will be comparatively light. The burned building was filled with clock cases in all stages of construction and much material. The cause of the fire is unknown, but it is supposed to have originated in the boiler room adjoining the main building. The movement shop was destroyed last April, entailing a loss of $60,000, but a new shop has just been completed. The last fire will necessitate a suspension of business until a new factory can be built, and, though it is planned to erect a new brick factory as rapidly as possible, it will be several months before operations can be again resumed. More than 300 hands are thrown out of employment. The blaze was discovered at 8 05 o'clock in the vicinity of the boiler room, but in a few minutes, owing to the inflammable nature of the contents, the building was ablaze on every floor and from end to end. There were 175 hands employed in the burned building.

"RAILWAY" AS A WATCH TRADE-MARK.—Chicago, Ill., Dec. 18th.—Evidence is being taken as to the right to the use of the word "Railway" as applied to watch movements in the case brought by the Hampden Watch Co. against Webb C. Ball and the American Waltham Watch Co. The Hampden Watch Co., as successors of the New York Watch Mfg. Co. and New York Watch Co, have for many years past sold movements under the trade-mark of "Railway," and assert exclusive right to that trade-mark. This trade-mark right has been exercised under common law for about a quarter of a century by the Hampden Watch Co. and their predecessors. In 1893 Webb C. Ball registered the words "Railway Queen" as a trade-mark, and some time ago the American Waltham Watch Co. began to use the registered stamp "Railroad." The Hampden Watch Co. have started an interference proceeding against the two concerns named as defendants, to assert their priority of right in the trade-mark "Railway" and as against any colorable or varying modification of that trade-mark. It is now pending as an interference case in the Patent Office, and the parties to the case are taking evidence. First will come the Hampden Watch Co. evidence, then that of the defendants, and then probably the rebutting evidence of plaintiffs, so it is likely to be some months before the case can be decided.

"OUR concern has turned out 400,000 watch cases the current year," said Joseph T. Brennan, of the Dueber Watch Case Mfg. Co., Canton, O., at the Knutsford to a Salt Lake (Utah) *Tribune* reporter, Nov. 14, "and the demand for watches all over the country has been so great that recently the factory wired me to return the stock that I carry with me as it had all been sold. We employ 3,600 hands, and our daily production is from 1,500 to 1,800 watches. The total frontage of the factory is equal to eight blocks of the city of Canton. People seem to be buying watches all over the country, and, in fact, with the prevalence of good times under a Republican administration, people have the money to spare for this purpose."

CLEANING OF SILVERWARE.—Beat soft soap to a froth in warm water. Soak the articles for a few minutes, and wipe with a piece of soft linen or skin.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

W. K. SMITH has opened up a new jewelry business in Port Rowan, Ont.

MR. A. PAQUET, jeweler, of Quebec, died in November last at his residence in that city.

ASSIGNED.—Mr. E. G. Amy, jeweler, of Cobden, Ont., assigned last week to P. White, jr,, for the general benefit of his creditors

MR. A. GIBSON has purchased the jewelry business of W. H. Pletsch of Hanover, Ont., and will carry it on in the same store.

DR. W. W. CHALMERS has purchased the jewelry business of Mr. E. Buzzell, Magog, Que., and will carry it on in the same premises.

MR. W. KINEHAM, jeweler, has removed his business from Upper Bedford, Que., to Valleyfield, Que. We trust the change will be a good one for him.

THE ASSIGNEE has declared a first and final dividend of three and three-quarter cents on the dollar of the liabilities of W. H. Ferguson, of Prescott, Ont.

MESSRS. RYRIE BROTHERS have fitted up a very fine optical parlor in the rear of their store. They are finishing the room up with all modern optical appliances.

MR. D. THOMPSON, formerly with the Globe Optical Co., of Toronto, proposes to open up an optical establishment on his own account at Winnipeg, Man., during the early part of the present year.

WE CALL the attention of our readers to the Montreal Optical Co.'s advertisement. This company is embracing every opportunity to inform the opticians of Canadà of the merits of their 14k. filled frames.

THE CLERKS of Winnipeg business houses are agitating for early closing, and want all stores closed at 6 p.m. on the first five days of the week and 9 o'clock on Saturdays. It is said their chances of success are good.

THE BANKRUPT STOCK of the estate of Galbraith & Co., jewelers, of Shelburne, Ont., was offered for sale by tender last month by the trustee, Mr. J. F. Miller, of that town. It amounted, according to the invoice, to about $500.

MR. FRED. THAYER, who has been representing James Eastwood in Manitoba and the Territories, arrived home last month after a long and very successful trip. He says trade out west is remarkably brisk, and there is every prospect of a good winter's business ahead.

THE COHEN BROS., Limited, serial ads. are advancing solid arguments in favor of pushing high grade goods. There can be no doubt that the sale of many a good article in jewelry, as well as spectacles, is spoilt by representing "filled" "to be just as good as gold."

Waltham Watches.

Systematic Railroad Watch inspection was first adopted during recent years. This safeguard for the travelling public was made possible by the construction of Waltham Railroad Watches, from which indeed it was the logical result.



Where accuracy and precision are essential Waltham Watches are chosen.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

Mr. T. Baker has opened up a jewelry store in Hamilton, in the premises formerly occupied by Mr. Davidson. His new store is neatly fitted up, and his stock well assorted, and from his experience up to date he is quite satisfied of his ability to do a good trade in his new business home.

Mr. John W. Campbell, who, as our readers already know, has been for the past four months visiting London, England, on the business of the Fairview Corporation, arrived home in time for his Christmas dinner. He looks the picture of health, and had a very enjoyable and successful trip.

A Liberal Offer.—A complete set of dialing cups will be furnished, free of cost, by the Waltham Watch Company, to any Canadian retail jeweler applying for them. As they will be found very useful, our readers should avail themselves of the offer. Write to the company's office at Montreal.

Secretary Ed. Beeton, the indefatigable pusher of The Jewelers' Security Alliance, has introduced a first class type-writer into his office, for the work of the Alliance, with good results. It saves him time, and turns out communications which look as if they belong to some first-class concern - which they do.

Messrs. John Welsh & Son, the oldest, and probably the best known firm of jewelers in the City of Stratford, Ont., have recently completed some very extensive alterations and decorations to the interior of their store, which has improved its appearance and added very much to its attractiveness.

Messrs Heller Bros., jewelers, of Berlin, Ont., have recently remodelled their store and put in a complete new outfit of wall and showcases, all of first-class quartered oak of the latest design. Their store is now very attractive and certainly one of the neatest and most comfortable places of business in Western Ontario.

Saunders, Lorie & Co. say that the year just closed has been the best they have ever had in business. The pressure for goods has been so great that they have been compelled to refuse orders, but they are now planing some considerable improvements to their factory which will probably obviate this state of things in the future.

"Rushed off our feet all last fall," said Mr. J. J. Zock, of J. J. Zock & Co., in reply to a query of "how's business," the other day. "We've enlarged twice during the year," he continued, "but it looks now as though we would have to take a lease of the whole block if we are to take in all the work that offers." A good sign surely.

Mr. George E. Smith, Canadian representative of The Theodore W. Foster & Bro., Co., of Providence, R.I., has just returned from a ten days' visit to the factory in that city, where he has been selecting and arranging for their new spring lines of goods, which he says, by-the-way, will surpass anything heretofore shown by the house.

Sacrifice Sale.—The balance of the jewelry stock belonging to Mr. Joseph Davis, of Yonge street, Toronto, was last month sold at auction and sacrifice day sale by Mr. Davis in a store almost across the street from the T. Eaton Co. premises. These sales were very successful, and we understand that Mr. Davis disposed of the greater part of his stock at fairly good prices, all things considered.

Both the Montreal Optical Co. and The Cohen Bros., Limited, are introducing new travellers this year. The former, Mr. Thomas Butler; the latter, Mr. Frank Poulter. Both new men possess a thorough knowledge of optical goods, having spent several years in charge of the stock of their respective houses. They are both young men, and they have The Trader's best wishes for their success.

Mr. A. J. Whimbey, manager of Simpson, Hall, Miller & Co., is now pretty well settled down in Toronto, and in a few weeks will feel and look just as much at home as if he had never lived anywhere else. His company's new sample rooms are now complete in every respect, and Mr. Whimbey will be glad to see all of his old friends when in Toronto, and as many new ones as will be kind enough to give him a call. His new address is 50 Bay Street, Toronto.

Mr. A. R. Harmon, Canadian representative of the American Waltham Watch Company, was in the city during the second week of December. He says the investment of Ladysmith by Gen. Joubert and his army of Boers is nothing to the way their factory at Waltham is besieged by jobbers wanting Waltham movements. The factory hopes to raise this siege shortly after the beginning of the coming year.

The Optical Institute of Canada holds only one advanced class each year on Retinoscopy and Muscle Troubles. As will be seen by reference to our advertising pages the date set for this class for 1900 is January 29th. Graduate opticians intending to attend this class should notify Dr. W. E. Hamill, 11 King Street West, as soon as possible, so that ample preparations may be made in advance in order that practical work may commence on the first day.

We ask the attention of our readers to the greeting of Messrs. H. & A. Saunders on page 3 of this issue. This is probably the oldest jewelry firm in the Dominion of Canada to-day, and have always been known as one of the most trustworthy and reliable. As they purpose sending a message to the trade every month on the same page of The Trader, our readers will be well advised to look out for them and see what they have to say about their new styles of goods.

Mr. J. S. Leo, of the Montreal Optical Co., has been spending some time in New York City in search of optical novelties. He has completed arrangements for an extensive and richly assorted line of opera and field glasses, etc. The prime motive of his Eastern trip was to secure leather for spectacle cases. Leather has been advancing steadily for some time, but Mr. Leo reports having secured enough at such prices as to enable his house to continue selling cases at the old price for some time to come.

Hymeneal.—On November 29th, at 276 Parliament street, Toronto, the residence of the bride's father, was celebrated the marriage of Miss Ada, eldest daughter of Mr. Alex. Elliott, manufacturing jeweler of this city, and Mr. James R. Virtue, of Montreal. The bridesmaids were Miss Dolly Elliott and Miss M. Gerrie, of Dundas, Ont. The groom was supported by Ald. Woods and the ceremony was performed by the Rev. J. F. Ockley, of the Berkeley Street Methodist church. We wish the happy couple every good wish they can think of.

Mr. William Allen Young, London, Canadian agent of the Dueber-Hampden Watch Company, says that never has his people been so busy as they have been during the past year. As an evidence of this he states that the Dueber-Hampden Watch Company have been compelled to decline at least a half million dollars worth of business since July 1st, although running their factory nights and engaging all the desirable employees available, and will close the year, from the present outlook, with at least 25 per cent. of their orders unfilled.

A Beautiful Piece of Work.—One of the handsomest and most expensive pieces of jewelry ever manufactured in Canada was exhibited last week in their show windows by Messrs. Wanless & Co., the well-known Yonge Street jewelers of Toronto. It consisted of a magnificent diamond tiara, and is said by experts to be one of the finest jewels of its kind yet made in Canada and gives some idea of the remarkable strides Canadian jewelers have made within the last decade. It was made in Wanless & Company's factory, and shows that their skilled mechanics are quite the equal of the old world workmen.

Selling out.—Mr. Arthur Pequegnat, of Berlin, after being in the retail business in that place for the past twenty-two years, is now selling out his stock of goods by private sale to the public at greatly reduced prices. His intention is to push the manufacture of bicycles, in which he has been engaged for the past year and a half, and also to conduct, in connection with it, an exclusively wholesale trade in jewelry, clocks and watches. Mr. Pequegnat had a long and most successful career in the jewelry business, and his many friends in the trade will hear of his change with regret, but with the hope, however, that he will be even more fortunate in the new ventures.

1900.

The end of the Century
and we have a Fin de Siecle
line to present to you.
We think that the range of
goods which our Travellers
will submit to you the
coming season is unequalled
in this market, we know
at least that it is vastly
superior to any that we have
heretofore had (and those
were not so bad—were they?)
We would like you to reserve
your new year orders until
you have seen our lines, we
are satisfied that you will
find it good business policy
to do so.
We think that we will be
able to suit you in anything
that you may want in SILVERWARE
and we trust that your Xmas
trade has been such as to
leave your stock in great
need of replenishing.
Wishing you a very full measure
of prosperity during Nineteen Hundred,

We remain,

Yours truly,

STANDARD SILVER CO., LIMITED.,

31-41 HAYTER STREET,

TORONTO, ONT.

THE YEAR 1900, although only the last year of the 19th century, and not the beginning of the 20th, as some suppose, will still be a notable year in many respects. The first thing that will strike every living person who handles a pen will be the change from 18 hundred to 19 hundred in dating their letters. They have been writing 18— all their lives, but now they will have to advance to 19— every time they date a letter; and although it will no doubt come a little awkward at first, we shall doubtless all get used to it in time, and rattle it off as if it had always been the same. Just see if you don't make a mistake about this the first time you write a letter or date an invoice in the year 1900.

WELL UP.—In regard to the artillery section of the second contingent of Canadian volunteers for the South African war, it is said to be the intention of the Militia Department to enlist as officers only those who are thoroughly proficient in the new gun drill. It is said there are at present only sixty-three such officers amongst the volunteer artillery corps of Canada, and that Major Hurdman, of the Ottawa Field Battery, is almost certain to be selected. Major Hurdman has for years been engaged in the jewelry business in Ottawa, being a partner in the well-known firm of Olmstead & Hurdman. He is a splendid specimen of the Canadian militia officer, and will do credit to this country, if selected to go with the contingent.

THE HOLIDAY TRADE, so far as we can learn from reports from those in this city and other places throughout the Dominion, has been considerably larger than that of former years. The continued mild weather while hard on dry goods and dealers in furs, has evidently worked in favor of our jewelers, who gained considerably by this transference of business to them. Nearly all the jewelers that we have met have bright, smiling faces, and express themselves as thoroughly satisfied with their holiday business. The outlook for January and the early winter months is good, considerably better than a year ago. Watches are scarce and stocks generally are lighter than usual, so that we may expect business to start up earlier than usual.

REMOVING.—Messrs. Roden Bros. have taken a lease of the old Royal Opera House Building, lately occupied by G. H. Hees & Co., and for several weeks they have been making such alterations in it as would make it suitable for their requirements. They expect to remove their machinery and plant from Hayter street to their new factory during the new year's holidays and to be settled down again in running order before the 15th of January. This is the third time they have been compelled to remove to larger premises on account of the wonderful expansion of their business, but they say that they expect to grow all they want to without removing again. THE TRADER proposes to give a more detailed account of the firm's new premises and equipment after they have got settled down in their new quarters.

ANOTHER ADVANCE in American watch movements took place on the 1st of December, notices to that effect having been issued simultaneously by the American Waltham and Elgin National Watch Companies. Although this advance affects principally the 7-jeweled movements in 16 and 18 sizes, it also operates on the next three grades (15 and 17 jewels) of the 18 size. This advance, which was foreshadowed in our last issue, is but another proof of the general prosperity which prevails in the United States, and the abnormal demand which it has occasioned for all kinds of watch movements. Although these will probably be more plentiful after the New Year, the factories will not be able to overtake the demand for probably a couple of years, and retailers, who have a good watch trade, should therefore take advantage of every opportunity of keeping their stock well filled up.

CAN'T GET MEN ENOUGH.—Prof. Playtner says that he has always far more applications for first-class workmen than he can turn out. We are glad of this, because it shows that those of the trade, who employ watchmakers, are beginning to find out that graduates of the Canadian Horological Institute not only understand the theory of horology, but are skilled, practical workmen, who will do much to build up their employer's business. This is as it should be, and before this country is many years older our young men will begin to find out that an horological course is an absolute necessity for every watchmaker who aspires to hold a first-class position. The conundrum of "what shall we do with the botch?" is fast answering itself. Good level headed men won't employ him, and the public will very soon get on to his curves when they can compare his work with that of trained horologists. He will have to go; that's all.

FAILED.—The firm of J. F. Howard & Co., wholesale druggists of Winnipeg, Man., one of the oldest establishments in that city, failed last month with liabilities of $70,000 and assets placed at about $40,000. Our readers will probably remember Mr. Howard as the gentleman who some six years ago purchased the wholesale jewelry business conducted by Mr. W. F. Doll under the name of "The Winnipeg Jewelry Co." Although he did not act as active manager of this jewelry business Mr. Howard was the president of the company until it was wound up about three years ago, and was said to have lost a considerable amount of money by its purchase and operation. Mr. Howard is regarded by his fellow citizens and every person who knows him as one of the most honorable men in the country, and his many friends will be glad to learn that he has got through his difficulties and is again on the highroad to prosperity.

A NEW DEPARTURE.—The Waltham Watch Company desire to inform the retail trade, who handle their fine movements of the grades known as 18 size "Vanguard," 16 size "American Watch Co." or "Maximus," 0-6-12 and 16 sizes, that these goods are always sent out by them in highly polished satin-lined wood boxes, with nickel-plated movement ring and holder. These boxes are admirably adapted for showing the goods and are not only a decided acquisition to any jeweler's stock, but give a tone to the movements which makes them appear more valuable and easily sold by lifting them out of the ordinary category and placing them in a distinct class by themselves. If the retailer, after selling the movements, so desires, the company will take back these boxes, if in perfect order (unscratched and linings not faded) allowing them 90 cents for the 16 and 18 sizes, and 80 cents for the 0-6 and 12 sizes. Our readers, who handle these high grade movements, will do well to remember this innovation, and if they desire to avail themselves of it, communicate direct with the company's Montreal office.

UNIFORM DUTIES.—The Hon. Wm. Paterson, Minister of Customs, was waited on last month by a large and influential deputation of Montreal hardware importers, who urged upon him the necessity for the uniformity of values for duty purposes, on iron and general hardware goods imported into Canada at the different ports of entry. The Minister of Customs promised to give the views laid before him by the delegation, his best consideration. We might say that the hardware trade is not at all singular in respect to this complaint of difference in values, and therefore difference in the amount of duty paid on certain lines of goods. This has been notoriously the case in regard to jewelry for years past, and although the attention of the Department has been called to it time after time by the importers, no real action has been taken regarding it. The only cure for this kind of thing would seem to be to have experts in every branch of business at three or four of the principal ports of entry, who could periodically meet and exchange views in regard to lines about which there might be a difference of opinion. This is the only way, we think, in which the evil complained of can be reduced to a minimum.

A PIONEER JEWELER GONE. A telegram was received from Picton, Ont., on Christmas Day, stating that Mr. W. J. Porte, the well-known jeweler of that town, had been found dead in his bed that morning. The deceased gentleman was probably the oldest working jeweler in Ontario, having put in over fifty years continuously at the work bench. Mr. Porte had been in business in the town of Picton for upwards of forty years and was not only widely known but highly respected wherever he was known. He was a leading member of the Methodist church in Picton and has always been identified with the leading charitable organizations of the town in which he resided so long. Mr. Porte was a splendid

specimen of the Canadian old time jeweler, very few of whom are left, and his quiet and unostentatious career has oftentimes formed the theme of discourse amongst the jewelry travellers who called on him regularly. As a merchant he was thoroughly honorable and upright in all his transactions and he quickly gained and held the confidence of his numerous customers, who were invariably his personal friends. In private life he was a singularly loveable man and so far as we know he had not an enemy in the world. Always genial and good-natured, the representatives of the wholesale houses enjoyed the privilege of calling upon him, and even if they did not always succeed in obtaining an order, they felt that they had not spent their time in vain. His family have the sincere sympathy of the trade generally in their bereavement.

THE WAR IN THE TRANSVAAL drags along very slowly and at present it seems as though both the British and Boers were marking time. So far everything has favored the Boers, and while they have not accomplished anything like what they intended or desired, it must be admitted they have proved to be a tougher proposition than the British Generals had been led to expect. Without doubt, the Boers expected to carry everything before them while the British were unprepared and getting up reinforcements, but the heroic defence of Ladysmith, Kimberley, Mafeking and Tulu, all of which places have held their own against five times their numbers, has caused all their plans to miscarry. Judging from the war of 1881, the Boers, evidently, thought that if they could win a few victories at first, the British would be glad to jump at the chance to patch up a peace, under which they would secure better terms than heretofore, but they have reckoned without their host, for the British reverses have only stimulated the nation to greater exertions, and made them ten times more determined than before to prosecute the war to a successful issue. The Boers will find that they have not Gladstone to deal with to-day, but a statesman who will insist on making Britain not only the paramount power, but the only power in the whole of Southern Africa. The Boers will find that they cannot declare war on the limited liability plan, but that having staked their all on the cast of the die, they will have to abide by the result. The war can have but one result. British arms must triumph, and the British flag must fly just as freely in the Transvaal and the Orange Free State as it now does in Canada or Australia. It is an inspiring sight to see the best blood in England rushing to the front, and to find that they are being joined by the men of Canada, Australia, New Zealand and the South African Colonies. It is a lesson which proves not only the freedom, but the unity of the British Empire, an Empire founded on love and not coercion.

THE CASE of Mr. William Weir, president of the defunct Ville Marie Bank, who was recently convicted and sentenced to two years in prison on account of irregularities in the bank returns and other matters in connection with the bank's affairs for which he was held responsible, is a most pitiable one. While no one will pretend to hold Mr. Weir blameless in the matter it is evident that for years he knowingly struggled against the inevitable which delay only made the more serious to those depositors and shareholders who had confidence in the bank and the men at the head of its affairs. Mr. Weir is an old man, 77 years of age, and his friends claim that his mind has been failing him for several years past and that it was on this account that he was brought into the unfortunate position which he now occupies. Be this as it may, it is quite evident that Mr. Weir was not a strong enough man for the place, and between his own mental incapacity and the dishonesty of trusted employees, the affairs of the bank were allowed to drift along, long after the period when it could have been wound up with some chance of repaying its depositors and shareholders some part of the money they had invested. The history of this failure should teach business men that a bank president should not only be in the full possession of all his faculties, but that these shall be of a superior order, for upon his judgment in a great measure depends the interests of thousands of people of all classes and conditions. Mr. Weir has for long years been a prominent figure in Montreal financial circles, and has always been highly respected as a man of probity and wealth. While few will question the justice of the sentence imposed upon him and all will hope that it will act as a deterrent to others in similar positions, it is impossible to withhold sympathy from a man who after 77 years of honored life, has been sentenced to two years in prison.

ANOTHER TRIUMPH for protection is to be found in the organization, last month, of The National Cycle and Automobile Company of Canada, with a capital of $2,500,000, to manufacture bicycles, automobiles, carriages, etc., in this country. It will be remembered by our readers that only a few months ago, a consolidation was effected between all the leading bicycles manufacturers in Canada, and it was then generally supposed that they would have such a monopoly of this market as to control the entire trade. The general impression then was, that not only the agents that sold cheap wheels of American manufacture would be crowded out of the Canadian business, but that all the small factories that were not taken into the big combine would have to go likewise. That this latter is not the case, but that instead another gigantic bicycle industry will be put into operation here, is entirely owing to the protective tariff policy still operative in this country. Had it not been for this protection we should never have had such an industry at all, and thousands of well paid Canadian mechanics, who are now consumers of Canadian farm and other products, would either have been without employment or else would have had to seek it on the other side of the border where this industry has always flourished under a protection, which practically excludes all wheels of foreign make. Under protection, Canada has forced the manufacture of wheels in this country, as we have forced the manufacture of many other lines of goods, and built up an industry which not only controls our own home market but is reaching out for foreign trade in various parts of the world, notably Australia, South Africa, and some of the European countries. The new Company, which it is now said has definitely decided to locate at Hamilton, Ont., will absorb the "Stearns Bicycle Co.," the "E. & D. Bicycle Co.," the "Wheeler Saddle Co." and the "Christie Saddle Co," The officers of the company will be :—F. S. Evans, president; W. S. Evans, treasurer; and T. F. Byrne, secretary. The Board of Directors will be A. G. Spalding, New York; Col. A. A. Pope, Boston; A. L. Garford, New York; E. C. Stearns, Syracuse; T. P. Coffee, Toronto; A. R. Creelman, Toronto; L. H. Foster, Detroit, and some others not yet decided on. Mr. F. S. Evans and Mr. A. G. Spalding, the manufacturer of sporting goods, are the promoters of the scheme. Mr. Spalding says :—"The new company is a Canadian company, and is to be under Canadian management. Some of the chief officers of the American Bicycle Company are on the directorate, but the company is to be run as a Canadian concern, with the sole view of its success as such. It is far better that a Canadian company should take over the very large business our American companies have been doing in Canada than that we should continue to ship in here from the United States. In the first place, the duty will be saved; and, in the second place, we believe it is only right that the bicycles Canadians buy should be built by Canadian labor. That is the theory we act on in the United States, and we cannot complain when Canadians want to act on it too. The Canadian companies incorporated have, of course, an established business which will be strengthened by the formation of this company. The American Bicycle Company will work out new ideas, and experiment and give the Canadian company the benefit, and the Canadian company will reciprocate. The American company puts in part of the plant and capital, together with its rights, patents, good-will, and all future improvements, the Canadian companies put in their plants, Canadian capitalists put in part of the money, the bicycles are built by Canadian labor, and we share the profits. We don't think there was ever a fairer arrangement. With regard to the American Bicycle Company itself, I need only say that it has incorporated in it over fifty factories, it owns all the leading makes of bicycles in the United States, has a capital of $40,000,000, which is all subscribed, and is, I believe, one of the most conservatively organized industrials in the United States."

LITERARY NOTES.

THE JANUARY *Ladies' Home Journal.* Thirty-two authors, ten illustrators and eight photographic artists contribute to the excellent January issue of *The Ladies' Home Journal.* Among the special features are "The Home-Coming of the Nakannies," by W. A. Fraser; "The Boer Girl of South Africa," by Howard C. Hillegas; "Where the New Century Will Really Begin," by John Ritchie, Jr.; "A Merry Woman's Letters to a Quiet Poet," edited by S. T. Pickard; "The Mother of the Stars," by Amelia H. Botsford; "A National Crime at the Feet of American Parents," by Edward Bok; "The Minister and the Organ," by Ian Maclaren "The Rehearsal of a Play"; Molly Donahue's Musicale, by the author of "Mr. Dooley"; "Edith and I in Paris," "Her Boston Experiences," "The Autobiography of a Girl," etc. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

THE DECEMBER *Cosmopolitan.*—The offer has been made to seventeen of the leading universities of the country of the sum of two thousand dollars either in gold medals or checks, as the recipients may prefer, for the ablest presentation of the subject of "Modern Education: Does it Educate in the Broadest and Most Liberal Sense of the Term?" To this discussion many of the leading educators of the country, including President Gilman of Johns Hopkins, President Dwight of Yale, President Hadley of Yale, President Harper of Chicago University, President Andrews of Brown, have already contributed in the pages of "The Cosmopolitan." The debate is now transferred to the province of the student. A gold medal or check of one hundred dollars will be placed at the disposal of the students of each of the following universities: Yale, Harvard, Johns Hopkins, Michigan, University of Wisconsin, Princeton, Brown, Pennsylvania, Chicago, Cornell, Columbia, California, Leland Stanford Jr., Notre Dame, Georgetown and University of Virginia. After these have been awarded, the successful contestants will be invited to meet at Harvard University before a board of judges of national reputation, and an award of three hundred dollars will be made to the student who shall present the ablest final discussion. A thrilling war story, by Conan Doyle, is one of the features of December *Cosmopolitan.* Frank R. Stockton, Maarten Maartens, Olive Schreiner and Edgar Saltus also have stories and sketches in the Christmas number. Olga Nethersole contributes a very interesting sketch of her personal experiences in her efforts to succeed on the stage. Life has not been all sunshine for Miss Nethersole. She made her way battling against tremendous odds, and tells how she succeeded in a way that is at once interesting and inspiring.

"THE CRUISE OF THE CACHOLET," published by the Methodist Book Room, Toronto, is one of the most fascinating books we have read for many a day. In a preface Rudyard Kipling says that it is the best book of the kind ever published, and the author had evidently had material enough at his command to make up a dozen ordinary books of the kind. It is simply the story of a whaling voyage in a New Bedford whaler, of a sailor before the mast, but so simply and graphically told, as to make it almost impossible to drop the book when one has once started it. Incidentally it gives a great many facts about whales, which thoroughly explode many of the old fashioned notions we have always had about them. The narrative is one of thrilling adventure, told in such a simple, realistic way, that one feels as if he too were present and were one of the actors in the story.

TEMPERING OF ALUMINIUM.—Aluminium hardens by the tempering produced by long rolling, hammering, stamping or stretching. The effect is more marked when the metal is heated to a red heat and cooled suddenly in water. Aluminium alloyed with titanium may undergo a double tempering. The operation consists in heating the metal to a given temperature and cooling suddenly in ice cold water. It is then heated to a temperature lower than the first and plunged again into the ice water. Glycerine should be added to the water.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

GOOD JEWELRY BUSINESS for sale, in good western town, good farming country. Fine store, rent low, good business done. Will sell stock, or any portion of it; or sell fixtures only. Rare chance for man with small capital. Full information will be given. Address, Levy Bros. Co., Limited, Hamilton.

STRICTLY FIRST-CLASS WATCHMAKER is open for engagement. Ten years' experience. Best of references as to character and ability. Address, Watchmaker, 344 Euclid Ave., Toronto.

SITUATION WANTED.—A watchmaker with about ten years' experience at repairing watches, clocks and jewelry. I have my own tools with an American lathe. Can furnish references. Address, Watchmaker, 133 Dovercourt Rd., Toronto.

WANTED.—A first-class watchmaker Apply to J. S. Gill, Sudbury, Ont.

WANTED.—At once a strictly first-class watchmaker and graduate optician, no other need apply. Must furnish good references as to character and ability. Good salary and permanent situation to right man. G. S. Mason, Arcade, Vancouver, B.C.

WANTED.—A first-class watchmaker. One who has complete set of tools, and references as to character and ability. None other need apply. A man capable of filling above position who has from $1,000 to $2,000, would be taken as a partner in a well established business. Address, Lyttleton, The Watch Specialist. Vancouver, B.C.

TO CLEAN A GREASY BOTTLE.—Pour into the bottle a warm solution of carbonate of soda (10 to 15 grs. p. 100). Soak for half an hour, then shake smartly, and rinse in warm water, and finally in cold water. Another method: Mix kitchen salt and vinegar in equal parts; shake and rinse.

HEALING OF EXCORIATIONS.—The leaves of all geraniums possess the property of healing quickly excoriations and other surface wounds. One or more leaves are crushed slightly and applied to the wound. Very often one leaf is sufficient. It attaches itself closely to the skin, aids in bringing the flesh together and cicatrizes the wound promptly.

BRONZING OF MEDALS.—At the Paris mint medals are bronzed by boiling them for a quarter of an hour in a solution of pulverized verdigris, 500 grams; pulverized sal ammoniac, 175 grams; strong vinegar, 260 drams, and water, two litres. The operation is performed in a copper vessel free from tin, and the medals are separated by rods of wood or glass.

CLEANING BRASS.—To clean brass articles, especially smaller pieces such as sword handles, brass mountings, etc., the following mixture is said to be the most effective, to wit: One part nitric acid and one-half part sulphuric acid, in an earthen or glass vessel, of a size to immerse the article entirely. It is withdrawn in a few seconds, rinsed thoroughly in cold water, dried in sawdust, and finally polished with Vienna lime, after which, it is said, the article looks like new.

If you want

Every Jeweler in Canada

to know the merits of your goods

advertise in **The Trader.**

LIQUID AMBER.

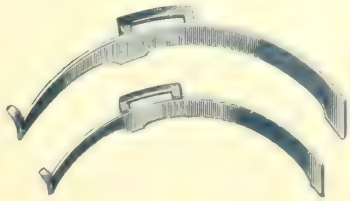


The handiest thing on the Watchmaker's bench. Saves much time and annoyance, clean, colorless, transparent and easy to apply. The best thing of its kind in the world.

Liquid Amber is sold by every material dealer in America, and is used and prized by thousands of progressive Watchmakers. Price 25c. Ask the jobbers for it or send me a quarter and I will mail you a bottle.

THE CRESCENT CASE SPRINGS.

The best steel springs on the market, as well as the cheapest and easiest to fit. Price 50c. per dozen. Ask the jobber for them or send along a dollar bill and I will mail you a dozen of each size.



BRUCE MURPHY,

ORILLIA, ONT.

J. H. JACKSON & CO.



Jewelry Engraving and Enameling in all branches

Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and Ornamental Work.

Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.



9½ Adelaide Street East, TORONTO.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glassware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.

Estimates furnished for Tower Clocks.

50 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway. **New York**
Branch Office, 625 F St., Washington, D. C.

Canadians Captivated

by the new styles of

Jas. Boss Gold Filled Cases.

A feature of the holiday trade in watch cases was the unprecedented demand for the celebrated **Jas. Boss** filled and other brands of cases made by

THE KEYSTONE WATCH CASE CO.,

Philadelphia, Pa., U.S.A.

I am sole agent in Canada for these world-famed cases, and have just received extra large consignments in all grades to enable the trade to fill up depleted stocks. Also large supplies of

ELGIN and WALTHAM movements

and other classes of goods to fill vacancies in regular lines :

Silver Novelties, Clocks,
Diamond Goods, Jewelry,
Ebony Goods, Musical Instruments,
Etc., Etc., Etc.

Everything the jeweler needs in his business.

JAMES A. PITTS,

ROOMS 222, 224, 226, TEMPLE BUILDING. MONTREAL.

Our Advertisement

Of "Special" Genuine Waltham Mainsprings has attracted the notice of the trade. But in case the November Trader should have been mislaid, we repeat the statement that we have now on hand a Special Genuine Waltham Mainspring, made expressly for us and to suit the most exacting requirements of the Canadian trade.

They are put up in metal boxes, 1 doz. springs in each, giving the watch-maker a convenient way of keeping his stock of springs.

We have the following numbers:

No.	2220	for 0 size.
"	2219	" 6 "
"	2218	" 16 "
"	2203	" 18 "
"	2205	" 18 "
"	2222	" Vanguard Model.

75c. A DOZEN IN METAL BOXES.

MAILED, PREPAID, ON RECEIPT OF PRICE.

EDMUND EAVES,

WHOLESALE AND MANUFACTURING JEWELER,

"The One Day Repair Shop,"

MONTREAL.

OFFICE AND SALESROOMS:
185 St. James Street,
Temple Building.

FACTORY:
13 St. George Street.

For Xmas

we wish our customers and all the trade a Merry Christmas.

What's more, we want to help them to have a real merry one.

We have a few lines, which we mention on this page—which should sell at sight—and at good profit.

Here is your chance to make enough for your Xmas gifts and a fine large

Turkey.

Salad Bowls

AND SERVERS.

Just received a lot of very good patterns from **$4.50 to $6.50.**

PEARL HANDLE KNIVES AND FORKS.

Dessert, Fish, Tea, Fruit and Orange, cased and loose. We show excellent values in these lines and our stock is very complete.

THIMBLES.

No better Xmas line. We believe we have the best assortment of Hall Marked Thimbles in Canada—and are also sole agents for the celebrated "DORCAS" steel lined Thimbles.

Fancy Brass Clocks.

A very large assortment at low prices.

STONES

As is generally known we make a specialty of matching and jobbing, and our stock just now is larger and better than ever.

HENRY PEARCE,

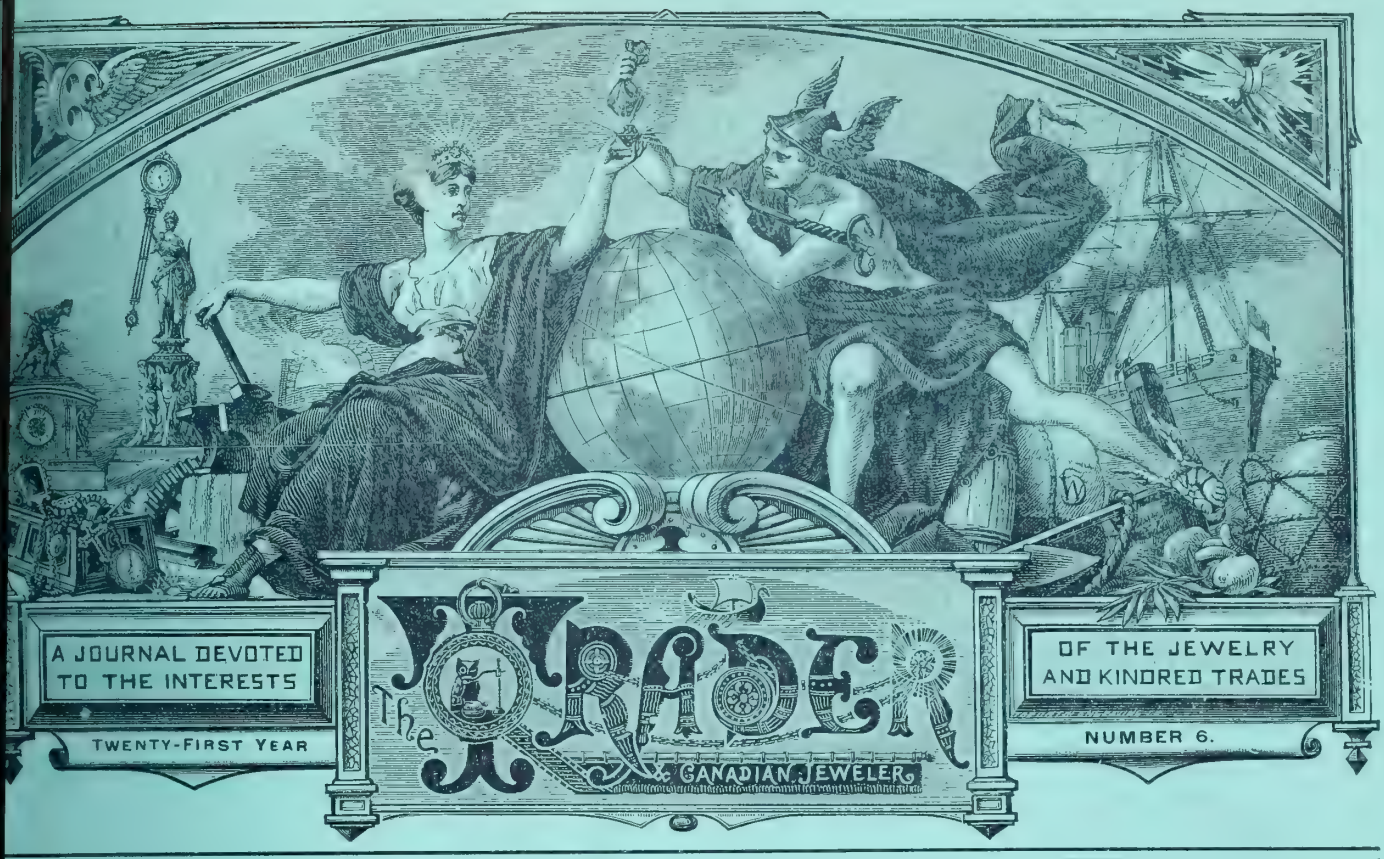
HEAD OFFICE, BIRMINGHAM, ENGLAND.

228 Temple Building, MONTREAL.

The
Goldsmiths'
Stock Co.
of Canada, Limited,

Wish their
Many Friends and
Customers throughout
the Dominion

A Happy and
Prosperous
New Year.



We are Busy

Marking Off New Goods.

Our Travellers

Will show you a Beautiful Stock early this month.

We have lines exclusively our own. It will pay you to inspect them.

The T. H. LEE & SON CO. Limited,

1 Wellington Street East, TORONTO, ONT.


20TH CENTURY
JEWELERS'
HERALD
20TH CENTURY
See
the
20th
Century
Jewelers'
Herald
for
January,
1900.
P. W. ELLIS & CO. TORONTO.

ESTABLISHED 1848.

THE PIONEER...

JEWELLERS OF CANADA,

H. & A. SAUNDERS,

TORONTO.

OUR Travellers are now out with our New Line and will call on you shortly as follows:

Mr. F. LeFebvre, North-west and British Columbia.

Mr. A. C. Merrett, Lower Provinces.

Mr. A. Marks, Ontario.

Address all communications to office,

20 and 22 Adelaide St. W.,

Toronto,

OPPOSITE GRAND OPERA HOUSE.

FOR 1900.

Although this year does not open the 20th century, it will inaugurate a great many changes and improvements in our business.

We propose, as heretofore, to head the procession of Canadian jewelry manufacturers, and to furnish the trade with goods that will not only sell at sight, but on which you can make good money.

Our New Lines

are now ready. Our styles are thoroughly up-to-date, our quality and finish are unequalled in Canada, while our prices are always right.

Remember that by buying from us you save the entire duty paid upon similar imported goods.

We invite your inspection, not only of our jewelry, but of our stock of Diamonds, Pearls and Precious Stones of all kinds. Our arrangements in Europe for the purchase of these goods places us at the head of the Precious Stone business in Canada, and we propose to give our customers the full benefit of our facilities.

CALL AND SEE US WHEN IN THE CITY.

SAUNDERS, LORIE & CO.,

Manufacturers of
FINE GOLD AND SILVER JEWELRY,

114 BAY STREET, - - - TORONTO.



TORONTO, ONT., FEBRUARY, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



PREFERENTIAL TRADE.

NEVER before in the history of the British Empire has the attention of its people been so unanimously directed to the matter of closer relations of all kinds.

The preference given by Canada to the mauufactures of the mother country, and the products of several of the colonies, has opened the eyes of the empire to the fact that we are not a disjointed lot of fragments without any cohesion, and that it is quite possible to cultivate an inter-imperial system of trade which will not only be of individual benefit, but serve to draw the empire closer together.

Following close on the heels of this came Imperial Penny Postage, by which the various parts of the empire are enabled to cummunicate with each other as freely and cheaply as though it was all one solid continent instead of being scattered all over the habitable globe.

To crown all this, on the breaking out of hostilities, between the mother country and the Transvaal Republic and Orange Free States, all of the self-governing colonies have raised troops and sent them to South Africa to assist in prosecuting the war.

Not only has this action on the part of the colonies opened the eyes of the world to the fact that they are now a source of strength instead of weakness to the empire, but it has evoked a feeling in the hearts of the people of the mother country which must undoubtedly make for closer relations of every kind. The feeling of the British people was well voiced in a speech by the Duke of Devonshire when he said: "This war has brought about a closer union with the colonies, and has revealed to us a source of strength and power for this empire which was scarcely known to ourselves, and certainly was not known by the world at large."

It seems almost certain that, whatever the future may have in store for the British Empire, the relations between the mother country and her colonies can scarcely be the same as they have been heretofore, but must be of a much closer and more intimate character. What they may grow to be we need not discuss here, because no cut and dried programme can be adopted in the matter; on the contrary it is probable that closer union will come about gradually by evolution and force of circumstances.

One of the principal factors, in our opinion, to effect this consolidation of interests, will be preferential trade relations throughout the empire, and the leading statesmen of the various self-governing colonies should lose no time in opening a campaign in order to secure its adoption. The value of such a preference to the colonies in the markets of Great Britain is so self evident as to require no argument. The difficulty will arise, as heretofore, on the part of the mother country, whose people have been wedded to free trade theories so long that they will have to be educated up to the benefits which would accrue to themselves, as well as to the empire at large, by the practical adoption of preferential trade relations.

Our readers are probably aware that another meeting of all the Chambers of Commerce throughout the British Empire has been called at London, for June next. Present conditions are such that this will without doubt be the most important meeting of the kind that has ever taken place in any country, and much good is expected to result from it. As might be expected, one of the questions which is sure to be brought prominently before the meeting, will be that of preferential trade throughout the empire. Not only will it be thoroughly ventilatated, but its supporters will endeavor to secure the endorsation of this great and influential body. If this can be done, it will soon be found in the arena of practical politics, where it will be kept until public sentiment can be educated up to the point where it must be put into operation.

Although resolutions of this kind have been brought before the meetings of the Empire Chambers of Commerce on two or three previous occasions they have always failed to carry, owing to the want of harmony amongst the colonial representatives present. In order to overcome this obstacle, a special com mittee of the Toronto Board of Trade was appointed to draft a resolution upon this matter of preferential trade, and bring it before a general meeting of the board for consideration. This was accordingly done, and the following resolution drafted by the committee unanimously passed the council of the board, and later, a general meeting of the members, called for the special purpose of considering it. The resolution reads as follows:

"Whereas, it is generally recognized that an advantageous commercial bond is one of the strongest links in national unity, and that the maintenance and strengthening of trade is the keystone of a state's successful development; and

Whereas the stability of an empire is largely dependent upon the material prosperity of its people; therefore be it

Resolved, that in the opinion of this congress the bonds of the British Empire would be materially strengthened and the union of the various parts of Her Majesty's Dominion greatly consolidated by the adoption of a commercial policy, based upon the principle of mutual benefit, whereby each component part of the empire would receive a substantial advantage in trade as the result of its national relationship.

Further resolved, that in order to make the foregoing operative, the chair shall appoint, before this congress dissolves, a representative and proportionate committee of home and colonial delegates to devise a scheme of this nature, and report to this or a similar commercial congress, and that a copy of this resolution be officially forwarded to the home and colonial governments concerned in the proposition."

It was also unanimously resolved that the Toronto Board of Trade should at once take steps to have this resolution adopted by all the other Canadian Boards of Trade, so that, so far as Canada is concerned, our delegates should present a united front upon this question when it comes up for discussion. In this connection we would also suggest that they communicate with the leading boards of trade in the other colonies throughout the empire, with a view to obtaining their support when it comes before the London meeting. The resolution is first class in every respect, and we see no reason why the Chambers of Commerce in every British colony could not be got to give it a hearty and united support.

COMMERCIAL IMMORALITY.

WE make no excuse for directing the attention of our readers to the editorial article given below, clipped from the Toronto *Evening News* of a recent date. The matter there treated of is one which concerns the welfare of every honest, hundred-cents-on-the-dollar dealer in Canada, whatever line of business he may be engaged in, and we are sure that the action of the creditors, mentioned therein, will be commended by every one of our readers. We are all the more ready to publish these comments seeing that the Canadian jewelry trade has, for the past decade, been singularly free from failures of this kind.

"Under the consideration of the wholesale men of Toronto is a question that has been brought to their attention periodically, and one which has figured prominently in the loss account in their books. It has reference to merchants who are always looking for an opportunity to defraud their creditors. One of the methods adopted was brought out at the trial of H. M. Winter, of Berlin, who was convicted on a charge of fraud. Many Toronto houses were interested in this case, and it was owing to the action of the leading creditors that the debtor was prosecuted.

On August 24, H. M. Winter, of Berlin, visited Toronto, and called on the large houses, stating that he was about to commence business in Berlin; that he had a capital of $6,000 cash; that $4,000 would be expended in purchasing his stock, and the balance, $2,000, would be at hand to continue with. He was taken to the commercial agencies, where he made the statement of his finances as above. On the strength of this he purchased his stock, and paying half cash, was given the usual 30 or 60 days for the balance. On November 14, two months later, he assigned and his statement to creditors showed assets of $1,800 and liabilities of $6,600. Disappointed at such a statement, the creditors attended a meeting in Berlin, where the insolvent was examined as to where his money and goods had gone. He stated that he had visited Toronto, and became acquainted with some men at the Palmer House, whom he invited to Berlin to play poker, the result being that he had lost about $8,000 at the various sittings. He did not know who the players were.

At the close of the examination Winter, who was known in Berlin by the sign on his store, "The Poor Man's Friend," was arrested on a charge of fraud preferred by J. G. Reiner, of Wellesley. The creditors appointed Mr. J. A. Scellen, solicitor, of Berlin, to look after their interests and gather the evidence necessary for the prosecution. As a result of investigations it was found that relatives of Winter had opened up stores in Elmira and Guelph shortly after the insolvent commenced business. A man named Goldsmith conducted the Elmira store, and it was learned that goods had been shipped from the Berlin store to Elmira. An injunction was obtained restraining Goldsmith from disposing of the stock, and an order for his examination obtained. Goldsmith stated that he had not paid a dollar for the goods, and would return them to the creditors provided he was examined. This was agreed to, and a large amount of merchandise was returned. The same proceedings were taken in the case of Mrs. Hurley, who had the store in Guelph. This lady stated that some of the goods were not paid for, and returned sacks of coffee, pails of lard and other merchandise, which she said had been shipped to her without being ordered.

Before Judge Chisholm, Winter was tried, with Crown Attorney Bowlby prosecuting. The prisoner was defended by William Read, of Waterloo, who made a strong fight, under the circumstances, for the release of his client. The case lasted two days, and the jury after being out about five minutes returned a verdict of guilty. To three other charges Winter pleaded guilty. Sentence was reserved.

This is but one case out of a large number in which the wholesalers suffer, and a movement has now commenced with the object of obtaining protection from this class of merchants. In all cases where there is brought to the attention of the creditors sufficient information to warrant prosecutions the officers in charge of the estate will be given instructions to take the necessary proceedings. Not only has the practice resulted in the determination to prosecute, but it has influenced many wholesalers to refrain from granting compositions. Consequently many an upright but unfortunate merchant will find it difficult to obtain such concessions from his creditors. It will also, however, have the effect of keeping the immoral

class out of business. Since the revival in trade there has been an increase in the number of merchants anxious to beat the wholesaler. It is high time that steps were taken to defeat them."



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

RETAIL MERCHANTS WANT LEGISLATION.

Editor TRADER :

SIR,—The Retail Merchants' Association of Canada, have prepared bills, and will bring them before the coming Dominion and Provincial Legislatures for the following measures :—

1st. To secure equitable legal recognition and protection of the just rights of mercantile interests, part of which is to make corporations and their officers responsible under the law the same as is now meted out to individuals when they commit fraud and practice deception.

As the law is at present, a corporation selling false measure or false quality cannot be dealt with by a police magistrate, the same as a single line dealer can be, and the Association claims that corporations can, and do, commit frauds, and as they are entrenched behind complicated laws, they escape punishment.

2nd. We want laws placed upon the statute books making it a criminal offence to advertise goods in the daily press, through circulars, catalogues, or by any other means, different to what they are, either as to weight, quality or price.

3rd. We want a legislative Act to prevent the false stamping of goods.

4th. We want to amend the Adulteration Act so as to protect the public against fraudulent and adulterated goods.

5th. We want proper equalization of personalty taxation so as to compel department stores and other combinations to pay their proper share of taxation.

The turnover tax bill will be again introduced, the same as at the last session, with some modifications, and will be made operative at the option of any municipality.

6th. We believe that it would be greatly in the interest of the laboring, manufacturing, commercial and purchasing classes of the Dominion to have all lines of trade defined and a record of them placed upon the statute books, and that power be asked to regulate and control, by license or otherwise, all such lines of trade in cities having a population of 30,000 or over.

The intention of this law is to apply more directly to regulating department stores.

To define a line of retail trade under the present statute is impossible, so for purposes of doing so, all lines of retail trade will be asked to assist in classifying what lines of goods belong to their trade.

The following is proposed for jewelers in large cities :

Watches, clocks, jewelers' findings and optical goods, jewelry, and gold and silver mounted goods, gold and silver plated goods, silver and silver-plated goods, bronzes, diamonds and precious stones.

If there are any goods not enumerated in this list that any jeweler may want added, we would be pleased to hear from him at once.

7th. We want to abolish, as far as possible, all gift schemes, trading stamps, cash coupons and coupons of all classes ; also all systems that are injurious to the retail trade.

This latter requires no comment, as every jeweler in Canada will welcome legislation on these lines. The programme, as will be seen, is a large one, and shows that the Association has not been sleeping during the past year. The work we have done and the work we propose doing should receive the moral and financial support of every jeweler in the Dominion, and we trust that when the petitions are forwarded to the cities and towns for signatures, that the jewelers will take a personal interest in them, and in the Branch Associations that are formed in their towns, and see that the petitions are fully signed, as well as acquaint their member of Parliament with what they require done.

Yours truly,

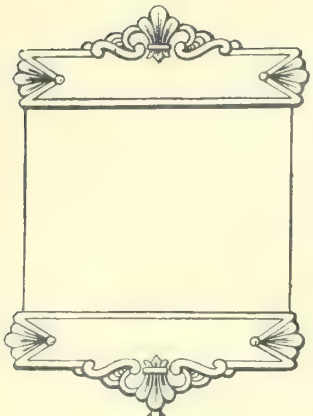
E. M. TROWERN, Secretary,
Toronto.

OUR MONTREAL LETTER.

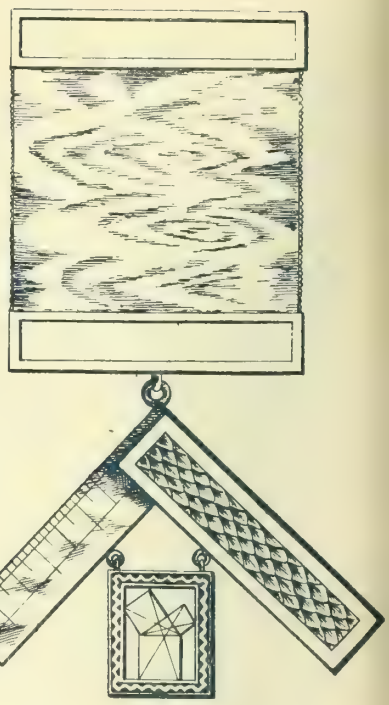
From Our Special Correspondent.

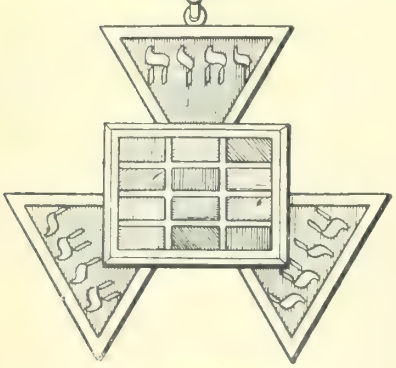
The phrase "rubber neck" is part of the popular slang of the day, much affected by the small boy, but it is unusual for a confessed "rubber neck" to brag of his achievements in public. This, however, was done recently in the Monteal police court by one Albert Asselin, who robbed a manufacturer of Three Rivers of a gold watch, chain and diamond stud, valued at three hundred dollars, while on a C. P. R. train. Albert told the magistrate a fairy tale about being in the Transvaal, where the Boers were so enchanted by his power to extend his neck that they threw considerable quantities of diamonds at him. In spite of his accomplishments, however, Albert was sent to the penetentiary for three years for theft.

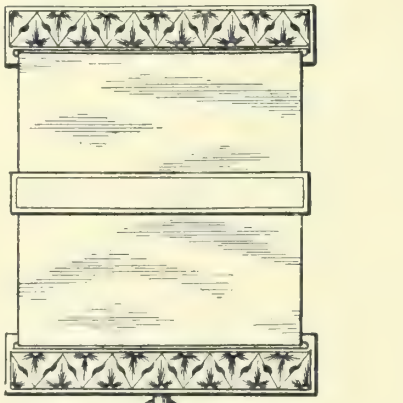








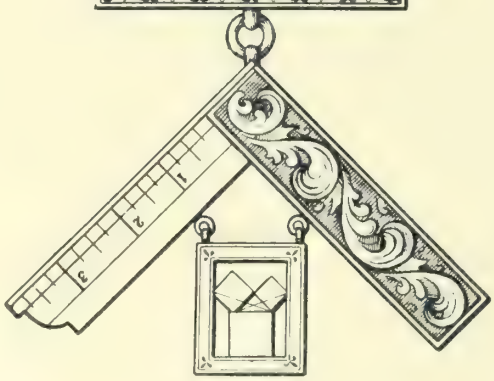








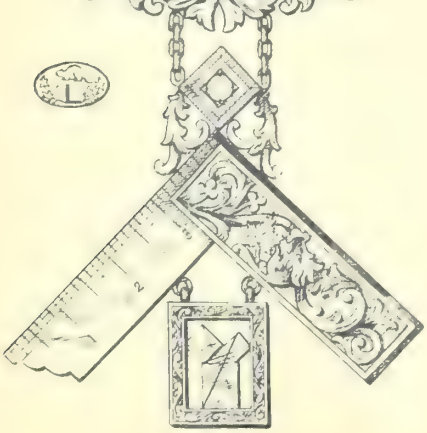




Geo. H. Lees & Co.,

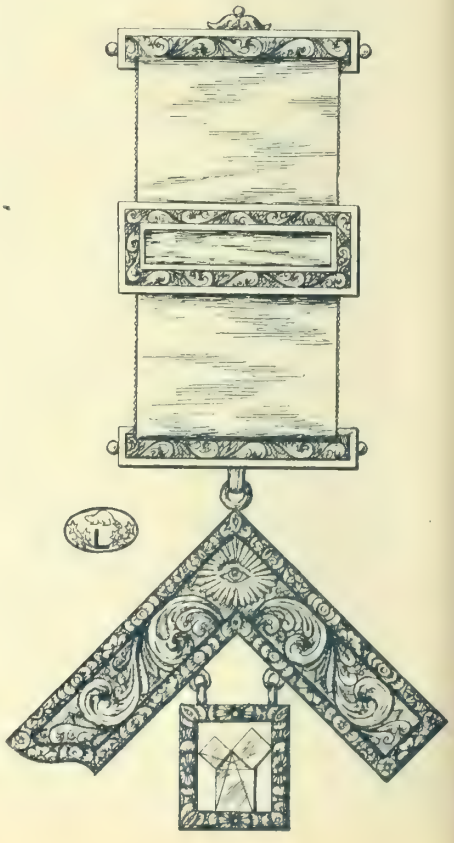
Jewelry Manufacturers,

HAMILTON.











More or less OLD GOLD comes into every jeweler's hands. In no way can it be better disposed of than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



If our offer should not be satisfactory the gold will be returned in the same condition as received, so that there is no risk of not getting full value.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

GEO. H. LEES & CO.,

Gold Refiners. Hamilton, Ontario.

NEW GOODS for 1900.

We desire to inform the jewelry trade of Canada that we are now fairly settled down in our new premises, 50 Bay Street, Toronto, where we are showing the largest and most complete line of

STERLING SILVER GOODS

ever seen in Canada. These consist of Staple and Fancy Articles in Flat and Hollow ware, specially adapted for the Jewelry Trade. Our styles are the newest and most elegant ever offered to the Canadian jewelry trade, and our prices are right as usual.

WM. ROGERS' FLAT WARE,



as every jeweler knows by experience who has handled it, is the best on the Canadian market. The prices are exactly the same as ordinary goods of other makers, while the styles and finish are unexcelled. They are profitable goods to handle and are sure to make customers for you.

SIMPSON, HALL, MILLER & CO.,

A. J. WHIMBEY, Manager,

Manufacturers of Fine Electro Plate and Sterling Silver Flat and Hollow Ware.

50 BAY ST., TORONTO.

Mr. Wm C. Gibson, of St. John, N.B., is out of business.

Mr. A. W. Stevenson has been appointed curator of the estate of Mr. J. B. Williamson, Montreal, and Messrs. Lefevre & Tachereau have been appointed curators of the estate of P. E. Poulin & Co., Quebec.

The Canadian Journal of Commerce says that no other line has experienced the good results of prosperous conditions to the extent which is being enjoyed by jewelers.

Messrs. P. E. Poulin & Co., jewelers, Quebec, assigned January 11, with assets of $4,100, and liabilities of $4,491. The principal creditors are Messrs. P. W. Ellis & Co., $356. T. R. Ridgway, $462; J. D. A. McCaskill, $322, and Jas. A. Pitts, $205. The first meeting of creditors took place on January 19. It is understood that their firm was imvolved to some extent in the failure of Mr. J. B. Williamson, of Montreal, in the way of accepting some of the latter's paper. Mr. P. E. Poulin was the only partner.

A very pretty wedding took place last month at Douglas Methodist Church, the contracting parties being Mr. John W. Wilson and Miss Elizabeth Stevenson (Lily) Eaves, the daughter of the late Edmund Eaves. The pastor, Rev. W. H. Emslie, was the officiating clergyman, Miss M. Minto was the bridesmaid, and Mr. John Laughton assisted the groom. The bride was given away by her brother, Mr. John L. Eaves, the well-known present head of the firm of Edmund Eaves, jobber, Temple Building, Montreal, in the presence of a large and fashionable attendance, which included Mrs. Wm. Eaves, and Mr. Wm. Eaves, jr.

Mr. J. B. Williamson, for many years engaged in the jewelry business at Montreal, as a jobber and retailer has made an abandonment of his estate, as the result of two demands made upon him. Mr. Williamson's affairs have been the subject of discussion in the trade for some time past, and it is reported that the estate has been considerably impaired by the heavy rates paid note shavers in recent financing operations. The liabilities amount to about $30,000 the principal creditors being, Backer & Strauss, London, $15,000; B. Van Gedder, Amsterdam, $2,500; Schwab Bros., New York, $1,500; A. C. McKay, Renfrew, $5,000; J. S. Budden, Quebec, $2,000; and the M. S. Brown Co., Montreal, $2,100. Mr. Williamson started this business in 1870, failed in 1875, and compromised at 30 cents on the dollar. Then he gradually spread out beyond his means and of late so much of his paper has been out that his failure was felt to be only a question of time. The general impression is that Mrs. Williamson will buy in the business and run it herself, as she did once before,

Sheffield manufacturers of ivory handled table and dessert knives, carvers and steels, and certain other lines of cutlery known as garret goods, have advanced their prices ten per cent., and Canadian jobbers are following the advance.

The Canadian jewelry failures for the year just closed numbered 25, with liabilities of $127,137, against 19 in 1898, and liabilities of $83,977, and 28 in 1897, with liabilities of $137,388.

The many friends of the late Thos. Allan, jeweler, Montreal, will regret to learn of his death, which took place January 1. The funeral took place from deceased's late residence, 170 Manse Street, to Mount Royal Cemetery. The chief mourners included Messrs. David W. Allan, Thomas Allan, Leslie Allen and William Allen, sons of the deceased, and Messrs. John Allan and Wilson B. Allan, brothers. The funeral service was conducted by the Rev. Mr. Gordon, pastor of the First Baptist Church. The casket was covered with a number of beautiful floral tributes, including some handsome wreathes and crosses of tuberoses. Among those in attendance were several members of the St. Andrew's Lodge, A. F. & A. M., of which deceased was the founder, Messrs George Martin, Stephen White, Morris Michaels, Capt. R. C. Adams, Richard C. Dickson, Geo. Morrison, Theo. Boas, B. Marcuse, J. Withall, Dr. Fulton and Charles Stevens. Death was due to typhoid fever. Mr. Allen was at business during the week preceding Christmas, and on returning home on the Saturday evening, complained of not feeling well. The deceased was born at Dumfermline, Scotland, sixty years ago, and came out to Canada in 1849. He was apprenticed in early life to the then well-known firm of Savage & Lyman, and shortly after the completion of his apprenticeship, he went into business with Mr. Peter Wood, the firm being known as Wood & Allan. Later he started the business which he carried on at the time of his death. It is understood that the family will continue the business.

The jewelry and watches entered for consumption at the port of Montreal for the month of December, 1899 amounted to $29,945, against $29,383 for the corresponding month of 1898.

Mr. M. C. Ellis, of the firm of Messrs. P. W. Ellis & Co., paid his first visit to Montreal last month since the opening of the firm's new branch in this city.

Mr. Jas. A. Pitts, jobber, Montreal, accompanied by Mrs. Pitts, was a recent visitor to New York, whither he went to select goods for the spring trade.

Mr. Jas. Eastwood, of New Glasgow, N.S., was in Boston on Jan. 16, where he met Mr. A. R. Harmon, manager of the American Waltham Watch Co., in Canada. Mr. Eastwood is sanguine that the present year's trade will be a record breaker.

Mr. R. J. E. Scott, chief superintendent of the C.P.R. time service made an official trip over his territory during January.

Mr. A. A. Abbott, has been slightly under the weather, but is now enjoying his usual health.

Mr. Frank Lefebvre, for many years the popular assistant of Mr. M. Cochenthaler, Montreal, was back again at the old stand during the busy Christmas season, assisting in the rush. Mr. Lefebvre has now gone to New York.

Mr. C. S Ellis and Mrs. Ellis were in Montreal visiting friends during January.

Mr. Jas. E. Merritt, optician, of Portland, Me., paid a visit to his relative, Mr. A. R. Harmon, a few days ago.

Mr. A. McKenzie, formerly with the American Waltham Watch Co., and more recently with Mr. Alfred Eaves, is one of the second contingent of Canadian volunteers, who have responded so nobly to the call to arms of the British Empire. Mr. McKenzie is brother to the present shipper of the American Waltham Watch Co. "Tommy" would like to go himself, but duty bids him stay by his old chief. The company needs him, and he is not the man to shirk his responsibilities.

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

Mr. A. C. Routhier, jeweler, Quebec, has resigned from the position of time inspector of the C.P.R. in that city, and Mr. E. Jacot has been appointed to fill the vacancy. Mr. A. J. Bergeron has been appointed time inspector of the company at Three Rivers.

Mr. A. R. Harmon, after spending a few days in Toronto during the latter part of last month, returned to Montreal and thence proceeded to Portland, Me., and to Boston.

Prof. McLeod, chief time superintendent of the G. T. R., made his yearly visit of inspection over the line during January.

The value of the "TRADER" as an advertising medium is so apparent that it is never even questioned, but an interesting instance of its influence was mentioned to your correspondent by the head of the Waltham Watch Case Co., in Canada, a few days ago. Mr. Harman sent an inconspicuous paragraph to this paper and it was inserted last month., offering to supply a set of dialing cups to any retail jeweler free. The result was that he was overwhelmed with communications, showing how closely every line of this journal is read.

Mr. W. Walker, of The Toronto Silver Plate Co., was in Montreal during January and reports a very successful trip.

Among the many who attended the funeral of the late Dr. Baker Edwards, the well-known analytical chemist, was Mr. Henry Birks.

Great praise is due to Lieut-Col. Labelle for his timely gifts to the officers and men of the 65th., who went with the first contingent of Canadian volunteers. To Capt. Peltier and Lieut. Leduc he gave a box stored with suitable stationery, military books, compasses and other useful articles. To each of the 21 men who enlisted he gave a wrist watch, and, in addition, committed to Capt. Peltier 25 serviceable gun-metal watches, to be given to deserving men of the company.

The jewelry store of Mr. Louis Lemaitre, St. Cunegonde, has been visited by fire, which destroyed stock and fixtures worth $500 before it was subdued.

The jewelers of Sherbrooke, Que., have been interviewed, and all report a prosperous year. Mr. R. J. Spearing, manufacturing jeweler, says: "Our Christmas trade was very brisk. November was dull, owing to bad weather. However, everything was as good, all round, as last year." Mr. Lewis Smith, jeweler, says: "Business for two or three years past has been better than it was for several years before. People appear to have more money. I suppose that the improvement of trade in England, and all such things, go to help. For the past two or three years things have been picking up right along." Mr. A. C. Skinner, watchmaker and optician, says: "My business was 25 per cent. better than the year before, according to actual figures, and the year before was 30 per cent. better than the year preceding." Mr. James F. Kerr, general hardware, silverware, china, etc., says: "We have had a most satisfactory year. The advance in prices has benefited us a great deal and we have every reason to hope for a continuation of the good times."

Abraham Brodsky, a Jewish peddler, has been charged with defrauding Mr. Alfred Eaves out of eleven diamond rings, valued at $586. It is alleged the rings were obtained last July, with the understanding to either pay for them or return them, both of which he had failed to do. The accused has been remanded.

HOCHELAGA.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John S. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

B. M., Ont. "I struck a peculiar case to-day, and probably you can help me out. An old lady requiring minus 3-4 D. S. for distant vision and plus 2, 3-4 D. S. for reading. After using reading glasses for an hour or so, constant use, the paper seemed to turn pink. The lady, I should judge, is about fifty-five years of age?"

In the first place she is myopic for distant vision, and presbyopic for near vision. In the second place, her statement that the paper seems to turn to pink, after she has been reading for some time, is a symptom very rarely met with. If we stop to consider, it points directly to one condition, viz.: retinal congestion. After she has been reading for some time the retina becomes congested through the continued straining of the eyes, and the bright pink blood through which the light passes in the retina produces the optical illusions that the paper has turned pink. This illusion is very similar to that which may be produced by looking through a pink-tinted glass, with this exception, that the color in the patient's case is located in the eye whilst with glasses it is located in front of the eye. The congestion is no doubt caused by the continued strain, and consequently, in order to relieve the condition, the cause of it must be avoided.

D. T. A., Ont. "Do you think the use of prisms will have as good an effect as an operation?"

In some cases the use of prisms is more practical than an operation, for instance, in low degrees of heterophoria, say three degrees or less. When the inco-ordination is over three degrees, the defect is best corrected by means of an operation graduated to suit the amount of deviation.

B. M., Ont. "Is a retinoscope part of an opthalmoscope, or is it a separate instrument?"

A retinoscope is a small circular mirror, which may be attached to one side of an ophthalmoscope. It forms a part of all ophthalmoscopes, but may be a separate instrument. In reality, it is an ophthalmoscope without any concave or convex lens attached, and may be used for examining the eyes by the method known as retinoscopy. When practicing retinoscopy, it must be borne in mind that a plain mirror produces the opposite effect to a concave mirror; for instance, when examining a myopia eye, the reflection from the fundus will move against the motion of the plain mirror, whilst with a concave mirror, the reflection will move with it.

B. M., Ont. "Please inform me what a positive lens is?"

"Positive" lens is a name sometimes given to a convex or magnifying glass, because of its apparent magnifying powers, thus rendering objects larger, or more positive, in appearance.

ACCURACY



THE SUCCESS OF OUR PRESCRIPTION DEPARTMENT is due to:

1. DEMANDING EXACTITUDE—never satisfied with "nearly right."

2. Always purchasing the BEST lenses, etc., obtainable, avoiding the "just as good for less money" kinds.

3. Filling all orders except especially complicated ones THE DAY RECEIVED.

4. Avoiding errors by a series of SCRUPULOUS CHECKING.

5. Charging HONEST PRICES for HONEST WORK.

THE COHEN BROTHERS, LIMITED,

Manufacturing Opticians,

TORONTO.

DEFECTIVE
DISPENSING
ANNULS
THE BEST
REFRACTION.

Referring to Filled Frames,

Guarantees and **GUARANTEES.**

Consider the value of

A guarantee tag on an unidentifiable frame.

A guarantee for a number of years on an undated frame.

A non-Canadian guarantee, when the Customs House and other inconveniences cost more than the value of the frame.

Then Consider

The **GUARANTEE** of the

MONTREAL OPTICAL COMPANY

with the name and date stamped on each frame, with a certification of the quality of the stock used, and above all with

A Record of Twenty-Seven Years

HONEST MERCHANDISING

and decide if it is worth while experimenting.



THE OPTICAL INSTITUTE of CANADA

aims at giving students the necessary knowledge to make them successful opticians. Ten years' experience has developed a course of instruction not surpassed on the continent. **THE GRADUATES OF THIS INSTITUTE,** in the aggregate, as to ability, are not equalled by any other Institute in the world.

NEXT CLASS commences 2 p.m., March 12th. Secure your seats in advance. Tuition fee $25 on entering.

Write for free prospectus and see what hundreds of past students have to say about it. Address,

W. E. HAMILL, M.D., 11 King St. West, **Toronto.**



DETROIT OPTICAL INSTITUTE.

The best course of Personal or Correspondence Optical Instruction for beginners or advanced students. Established 14 years.

FOR PARTICULARS ADDRESS

JOHN S. OWEN, M.D., PRINCIPAL,

23 EAST ADAMS AVE., DETROIT, MICH.

THE

Jebb Optometer

is an instrument capable of diagnosing defects and **accurately measuring** the refractive errors in the eye promptly, and without the use of a Mydriatic.

Simplicity and **accuracy** are the two leading features.

Correct results arrived at by a simpler and quicker method.

Simplicity and accuracy in testing children's eyesight.



All other instruments aim at the correction of imperfect vision, but the **Jebb Optometer** reveals the true condition and makes it easy and quick to select the correct lens.

The only Optometer made confining the whole within itself, as the instrument renders rays of light parallel within the length of the tube, thus making the twenty feet usually used for test cards superfluous.

NO ONE CAN AFFORD TO BE WITHOUT IT if he desires to keep pace with refractive science.

For Sale by All Leading Jobbers, or address the Inventor,

THOS. B. JEBB, = = = = = ORILLIA, ONT.

Negative is a name sometimes given to a concave glass, because it is opposite in its effects to a positive lens.

C. T., Que. "I had a case to day. A young lady of about twenty-five years of age complained of her eyes hurting her at night, and that the light affected them very much during the day. Her distant vision was nearly normal in both eyes. The right eye would not accept any convex lens; a minus 12 D. S. seemed to improve vision. The left eye was good enough without a lens, and could be improved with either plus or minus lens for distant vision. She read the finest print, and could read it nicely with plus 12 D. S. On trying the Maddox-test, I found the vertical muscles deviated two degrees, and the horizontal muscles eight degrees. What do you think best to prescribe?"

We would advise you to prescribe plus ½ D. S. combined with 2 degree prism, base in, before each eye, for reading and near work. The plus ½ D. S. would relieve the accommodation slightly, and the prism would relieve the internal rectus or convergence.

TWO KNIGHTS OF THE GRIP.

The wholesale opticians are each introducing a new traveller. We copy the following from the *Canadian Optician:*

"Mr. Thomas Butler, whose portrait appears below, has just been added to the travelling staff of the Montreal Optical Co. Mr. Butler, who was born in Moncton in '79, has been associated with his present employers since '95, where he has occupied various positions of trust. He starts out well equipped with a thorough knowledge of optical goods and with a wide acquaintance among the customers of his house.

These advantages, combined with youth, good looks and energy make success assured from the outset.

Mr. Frank Poulter, who is well known to the optical trade of Canada through his long association with Messrs. Cohen Brothers makes his initial bow to the trade in his new capacity of travelling salesman.



MR. F. T. BUTLER.

"Frank," as he is familiarly known, commenced as "small boy," with his present firm at a time when the business was of a "small boy order." All he knows of the optical business he learned in his present employ, and as he has for years successfully filled the position of stock clerk in a rapidly increasing business, it may be taken for granted that what he does not know about optical goods does not matter.



MR. FRANK POULTER.

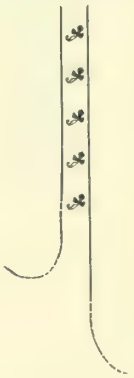
The retail trade of Canada are to be congratulated upon the entry of these two young gentlemen into the field, and we trust that their "New Year's Call" will be returned in the manner most acceptable to members of their craft."

THE CARE OF THE HUMAN EYE.

The human eye taken as an optical instrument is one which by nature was intended to be perfect for the purpose of giving to the mind the exact image of all that passes within our range of vision. A healthy child, with perfect eye sight and proper care, may reach middle life without the discomforts of impaired vision; and not until that condition known as presbyopia is reached will there be any need for special care of the eyes. But as a matter of fact only about 30 per cent. of the population of the larger towns and cities reach this time of life (35 to 45 years of age), without some of the many defects of vision and eye trouble having come to their lot.

It is also true that many who are troubled with defective vision in early life, that the real trouble is congenital in its origin. Many times it is only a tendency to eye strain, or it may be that the defects are advanced and perhaps leading to strabismus. In any case, the care of the child and its environments in infancy has a great bearing upon the future welfare of the eyes. And right here let me add, in my opinion the baby carriage is one of the most direct and prolific causes of early developed eye strain, especially is this so with those whose tendency toward weak eyes is congenital. For example, the infant placed in a baby carriage surrounded with white wrappings and cover, lying face up it is subjected to the strong reflection and intense light, and too often will be seen with the sun shining directly in the eyes. As a result of this treat-

Every Jeweler



Should keep his valuables over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

J. & J. Taylor,

Toronto Safe Works,

Toronto.

ment there is sure to follow irritation of the retina, shock to the nerve centers and general weakening of the ciliary process. From this time on in early school life will develop the myope, the hypermetrope, and all the train of astigmatic complications together with muscular anomalies.

It is at this point that those who practice optometry are called upon for assistance and relief. We should here draw the line between the child and the adult. Let us consider the care of the eye from its beginning so to speak, that is from infancy. Then we shall understand why the percentage of children wearing glasses has increased to such an enormous extent within the past twenty-five or thirty years. Of course there were at that time many cases that for lack of knowledge and good advice did not wear glasses, not even knowing that their trouble was caused by eye strain. It should also be borne in mind that this was before the day of electric lights, baby carriages and the present school system of pushing children of tender years into studies that should only be taken up in youth. How familiar this sounds to us:—Why are so many children wearing glasses? Who amongst us has not answered this question in one way or another hundreds of times, for the layman in advanced life this seems to be one of the wonders of the nineteenth century.

By beginning back at the foundation of these troubles we can go to work more intelligently and it will help us on to better results, especially is this true with children. Were we to treat each case, young or old, in the same way, with that theoretical application which we are taught and which we may acquire by habit, without looking for or considering the causes leading up to the present condition as we find it, we shall soon fall into error and perhaps defeat, for no one can successfully practice this branch of ophthalmology with any fair degree of success without first making a diagnosis which goes back of the apparent or manifest trouble, and to do this we need to be as familiar along certain lines of pathology, as we are with errors of refraction and the use of the most approved instruments for the detection and correction of these errors.

Many cases of myopia, hypermetropia, muscular asthenopia and even strabismus children can by careful attention to all the details that go to make a perfect correction, not only be relieved for the time being, but in many cases are permanently relieved to the point where they discard the glasses entirely and without discomfort to the eyes or a return of the trouble.

Many of you have with great pleasure and perhaps some well earned pride to yourselves, met with these happy results.

In conclusion, I will say, that in adult cases we find some conditions much changed. There is not so great stress to be laid on the congenital trouble as they are more fully developed and have had time to become fixed and permanent. We can also in many cases learn of the paternal and material bearings upon such cases as are puzzling, which may be of great aid to us. We can use the objective and subjective tests and prove our results with the trial case, which cannot be done in cases of very young children.

I will add that it has been said very recently by an occulist of prominence in this country, that this branch of ophthalmology is just as separate and far removed from the practice of medicine as is dentistry or pharmacy. But for us to enjoy this distinction means more and better schools and colleges of optics, higher and broader education for the masses, and united effort, with a cementing of all the forces from the Atlantic to the Pacific coast. With this done we shall have taken a long stride toward that day when we shall control the care of the human eye, to the same extent and under the same protection as the dentist controls the care of the human teeth. Paper read by B. T. Clark before New York State Optical Society.

OPTICAL ALPHABET.

A For Astigmatism—Corneal irregularity.
B For Blindness—inability to see.
C For Cataract—an eye clouding trouble.
D For Diplopia, which means seeing double.
E Emmetropia, the normal eye.
F For Frame, which the lens is held by.
G For Glacoma, an eye hardening distress.
H For Hyperopia, or far-sightedness.
I Is for Iris, which is the eye's curtain.
J Jumping Headache, from eye strain, that's certain.
K For Knowledge, which opticians possess.
L Is for Lens, which relieves the distress.
M Myopia, or near-sightedness.
N Is for Nerves, which eye strain oppress.
O Is for Optician, who makes your eyes right.
P Presbyopia, which means old age sight.
Q For Quizzing, a glass by dudes used.
R For Retina, where vision's produced.
S For Strabismus, which means just cross-eyed.
T Is for Trial Case, with which vision is tried.
U Is for Uniform, which both eyes should be.
V For Vision, which means just to see.
W Waste Energy, caused by eye strain.
X To 'Xamine and the cause ascertain.
Y For Yourself—your eyes—have them right.
Z For Zealous we are for your sight.

—By M. M. Cohen in the *Canadian Optician.*

THE building occupied by W. H. Mansfield, jeweler, Northfield, Vt., caught fire about 10 o'clock the evening of Jan. 1, and burned to the ground. Mr. Mansfield's loss is about $1000; partially insured. The fire was first discovered in the basement of the building, but the cause of its starting is unknown.

OPTICAL GOODS AT BUFFALO.—Buffalo, N.Y., Dec. 25, 1899.—The concession for the sale of optical goods at the Pan-American Exposition has been let. Although the terms are kept quiet it is understood the concession will be divided between a New York and Chicago firm, each paying $6,250 to the exposition. The concession simply covers the sale of spectacles and eye-glasses. In addition a Canadian firm will have the right to sell small microscopes for which they will pay $1,500. This will bring to the exposition the sum of $14,000. At Omaha this concession brought $4,000, and at Chicago only $3,600.

Watch Repairing—The Most Important.

●●●

The most important department of the Jewelry Store in retaining the old and making new customers is that of watch repairing.

●●●

THE watch carrying public forms the majority of those dealing with jewelers. Watches are not regarded as ordinary merchandise. Pride in good performance and a friendly interest is taken in them.

Woe to the jewelry selling botch who ruins the time-keeping qualities of them—and charges for doing it, too—it is not the charges alone, but the **harm done,** which is **much greater,** and is resented by the customer as a **personal** affront. **He wants satisfaction,** will go somewhere else with his trade, and influence his friends to do likewise. **The particular man,** who times his watch by the **second hand,** is an enthusiastic **walking advertisement** for his favorite watchmaker. He **expatiates** on the various establishments "where he had it nearly ruined," until at last he found the **only man** to whom he **now** entrusts it.

Any number of such cases are within our observation; and the in business established C.H.I. graduates—some of whom carried everything before them ascribe the **nucleus** of their success to their **custom bringing, holding and advancing repairing department.**

The watch carriers, in parts of this country, are **now beginning** to discern **the difference** between a workman recommended by the C.H.I. and the ordinary one, who is for the most part unfortunate in lacking a high ideal of his business; who is without proper mechanical and technical training, in a word, who lacks grasp and knowledge of his business, and to whom it is a drudge.

Who desires to remain in such a state if he can get out of it? No! there is **no other place** in America where the means exist of "getting out of it" so **thoroughly, easily, quickly and cheaply** as at the C.H.I.

●●●

PROOF—One-half of our present students are from the United States.

The young man who desires to be the arbiter of his own future should send for our circulars.

●●●

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King Street East,

H. R. PLAYTNER, Director. . . . **TORONTO, ONT.**



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(Continued.)

Charles Austin Bates in his "Short Talks on Advertising" says:—"Find some point in which you excel and harp on that." It would have been better advice, "Erect excellent points for yourself and harp on them."

Advertising is of two kinds. That which influences for good, and that which influences for evil.

Though your advertisements were written and placed "to perfection," yet if you conduct your business on unbusiness-like principles, you are not likely to succeed.

Whatever might have been the meaning of business-like in the past, to-day it signifies,—honesty with every chance of dishonesty eliminated.

Conduct your business in a business-like manner, and make a big fuss about it.

Mark the selling price of your goods in plain figures. Plain figures remove suspicion of "tucking on."

The majority of jewelers in Canada do not mark their goods in plain figures.

Have one price, and one price only. One price to everyone.

Let the merest child be as safe in purchasing at your store as the cleverest expert, and do not keep it a secret.

I heard a case during the past holiday season where a Toronto jewelry firm refused a discount of 10 per cent. on a $600 article, and missed the sale. What they lost in profit they gained in reputation. Yet few retailers would have had the moral courage to refuse a $600 sale rather than deviate from their marked price. Nevertheless this same firm enjoys the highest business success.

"*Your money back if you are not satisfied.*"

There was a time when the salesman who succeeded in selling a coffin to a woman who required a print dress was worth big money. To-day he would succeed better in piloting for a "bunco joint" than in building up a successful patronage.

The best salesman is he who has the confidence of the most people. It is not so much the making of a sale as the making and retaining of trade.

In each household a certain sum is spent for presents and articles of adornment.

A certain number of watches in your town require repairing.

While advertisements stimulate desires, nevertheless the existing demand constitutes a certain trade, of which you are covetous of a large portion, and which will naturally go to such dealers as have the general confidence.

While the direct aim of an advertisement is to sell goods, the indirect effort is to win confidence, and this applies more particularly to jewelers, as their business, above all others, is capable of the greatest abuse.

Strive to win confidence by your advertisements, but let your business practices prove their sincerity.

Your money back if you are not satisfied.

Misty Vision



Comes with advancing years,
but can be cleared
by properly fitted glasses.
Spectacles are our specialty.
When we fit them,
they give satisfaction.
Eyes examined free.

JAMES SMITH,
Scientific Optician,
MOONSTONOWN.
No. 40.

Headaches and Eyestrain



Many who
for years
have suffered
intensely
from
chronic sick
headaches,
using drugs
of all kinds without benefit,
have found immediate
and permanent remedy in
properly adjusted glasses,
because eye strain was the cause.
We remove the cause
and our cure is lasting.
Satisfaction guaranteed.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 41.

Pearl Brooches are not fads.



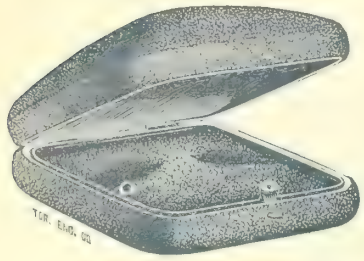
They are always fashionable.
At present Pearls are
particularly favored.
We have them made up in
Stars, Crescents, and a variety
of fancy designs.
They are not as expensive as
you may think.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 42.

WM. RADCLIFFE,
PRESIDENT.

February, 1900.

W. W. COLE,
VICE-PRESIDENT.

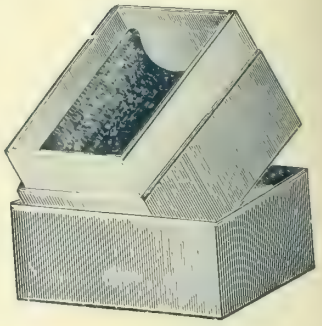


THE J. COULTER CO.,

LIMITED,

130 King St. W.,

TORONTO,



MANUFACTURERS OF :: :: ::

Jewelers' Boxes

OF EVERY DESCRIPTION.

Velvet, Leather, Oak and Paper Boxes, Silverware Cabinets.

THE MOST UP-TO-DATE AND LARGEST FACTORY OF ITS KIND IN THE DOMINION OF CANADA.



We employ skilled labor only. Perfect Silverware Cabinet Making is an art. We have the best Artizans obtainable for this work.

We are in this business intending to succeed and we have reason to believe that the jewelers of Canada have already and will still further appreciate our efforts by giving our representatives, who are now on the road, large orders (mail orders will have our prompt attention).

We live to learn, and shall be always open for any pointers our customers may suggest.

THE J. COULTER CO., Limited,

130 KING STREET WEST,

J. COULTER,
Managing Director and Secy.-Treas.

TORONTO.

Successors to the HEMMING MFG. CO.

It is hard sometimes, after counting a dollar made, to lose it, but it pays. I know it pays—know it from actual experience.

"We want your trade, but we want you satisfied."

"We would rather not have your money than your dissatisfaction."

The very nature of the jewelry business demands confidence in order to succeed.

What can you make out of that class who can describe their desire in trade terms, and get tenders.

It is the people who would rather pay a little more and have the satisfaction of knowing they are getting a reputable article, whose trade is worth catering for.

People talk.

Women glory in their bargaining successes—actually crow in triumph over the person who pays a trifle more for the "identical article"—and when these "identical articles" have been bought at the same store at different prices, it does not improve the reputation for reliability of the store owners.

I have spoken directly to dealers on this subject, and I have been told that a one-price business is impossible. I replied that "an ounce of fact is worth a pound of theory. Facts are against you. One-price merchants are doing the business in the cities. "That is all right enough for a city," they reply, 'but farmers will not purchase an article when they are unable to beat down the price." This is true—if you have the reputation of being "beat-downable."

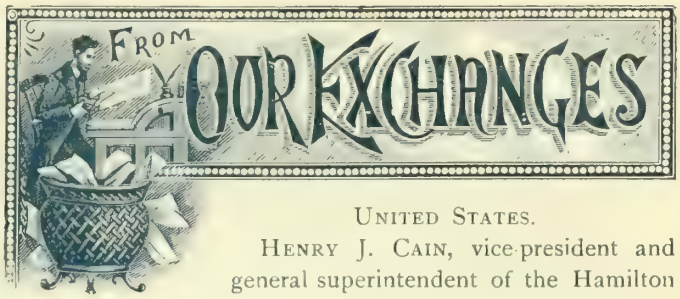
You do the same thing with travellers whose houses have elastic prices, but there are plenty of dealers whom you would never think of asking to deviate from their marked price, and these are the houses which have your confidence, and with them you do the bulk of your trade. The other kind may sell you a few dollars worth occasionally, particularly when you think you are getting a snap, but they do not get the most profitable part of your trade.

You are safe in judging others somewhat by yourself.

(To be continued.)

PROVIDENCE, R.I., Jan 8.—The board of directors of the Manufacturing Jewelers' Board of Trade have organized by the re-election of the following officers: President, Dutee Wilcox, of D. Wilcox & Co.; Vice-Presidents, Wm. R. Dutemple, of W. R. Dutemple & Co, and E. S. Horton, of Horton, Angell Co.; Secretary and Treasurer, Marcus W. Morton; Financial Committee, Robt. E Budlong, of S. K. Merrill & Co.; Henry Fletcher, of Fletcher, Burrows & Co., and Hon. Henry G. Thresher, of Waite, Thresher Co.

INCREASING EXPORTATION OF CLOCKS.—The extent of the export trade in clocks, noted lately to be increasing by the statement of the custom-house for one week recently. It is as follows: British West Indies, clocks valued at $59; British possessions in Africa, $472; British Australia, $7,682; Chili, $14; Copenhagen, $268; China, $967; Ecuador, $207; Japan, $280; London, $3,930; Liverpool, $2,252; Oporto, $170; Naples, $24; Stockholm, $85; Siam, $192; making a total for the week of $16,602, which was for 1,037 clocks.



UNITED STATES.

HENRY J. CAIN, vice-president and general superintendent of the Hamilton Watch Co. has been given up by his physicians, who expect his early demise.

THE German diamond industry is being seriously injured by the South African war. In Hanau four large establishments have been closed.

THE New Haven Clock Co., New Haven, have not completed their inventory and consequently part of the factory is running only eight hours a day. The case department hands are working from 7.30 a.m. until 4.30 p.m. Most of the other employees are working ten hours a day.

ROCKFORD, Ill., Dec. 28.—A movement is on foot backed by reliable capitalists, to again start the Rockford watch factory. The people interested in it are men of long experience in the local factory. The factory is still in good condition and could be put in operation on short notice.

IT is reported that Wernhow, Beit & Co., diamond merchants, of London, have contributed $250,000 for the equipment of British yeomanry for the war with the Boers. Mr. Beit, of the firm, is said to have amassed a fortune of more than $100,000,000 by his connection with South African mining.

MOBILE, Ala., Dec. 31.—Monday night at Sunnysouth, 100 miles north of Mobile on the Southern railroad, Dr. W. H. Williams was shot by Charles M. Gallagher, a travelling optician. Williams died next day. Gallagher surrendered, saying he was shooting at another man, and Williams was his friend.

WASHINGTON, D.C., Jan. 4.—According to a regulation of the Swedish General Customs Management, watches with a case other than gold, which have so far paid a duty of 50 oere (13.4c.) per piece will in future pay 1 krone (26 8c.) apiece—the same as watches with gold cases—if the cases are in any way coated with gold.

FOR the first time since last July the power at the factory of the old Meriden Silver Plate Co., Meriden, was turned on Jan. 10 for other departments beside the glass cutting room, which has been running during the fall. About twenty employees of the Barbour Silver Plate Co, Hartford, began work there that day, and the balance of the 180 or more employees will be sent to Meriden by March 1.

CANTON, Ohio, Jan. 6.—Joseph C. Dueber, son of John C. Dueber, of the Dueber Watch Case Manufacturing Co. and the Hampden Watch Co., is dead. Mr. Dueber was twenty-eight years old and had been ill about five years' of consumption. His remains were taken to Cincinnati, Ohio, for interment. The funeral was attended by all the employees of the Dueber Watch Case Manufacturing Co. and the Hampden Watch Co.

F&B TRADE MARK REGISTERED

GOODS THAT ARE FULLY GUARANTEED

F&B REGISTERED

by a house of THIRTY YEARS standing, are goods that you can safely handle and feel sure of retaining the good will of your customers.

We make a full line of GENTLEMEN'S VEST CHAINS in all sizes of plain curb and fancy links, also PONY, DICKENS and SILK RIBBON chains. WE GUARANTEE THESE GOODS TO WEAR FOR TEN YEARS, and stand ready at any time to make good, free of charge, any chain that should prove to be unsatisfactory.

Lockets and Chains.

We have a large and beautiful line of these goods in fine Gold front, handsomely engraved and some set with pearls, real opals and other stones. By our special process we are able to produce these goods with the gold hard and burnished, just as it comes from the rolls, and we guarantee them fully.

Dumb-bell Buttons.

Like our Lockets, our Buttons are made by our special process, whereby the gold fronts are left hard and burnished, and will wear for years.

We have a great variety of new patterns; some plain or engraved and set with stones, and some with die work on the front and richly carved. We guarantee them as we do our Lockets.

PINS and BUCKLES.

New and original designs in GOLD FILLED and Silver finish. These goods are of fine quality, very dainty in appearance, and we would advise you to put a number into your stock, as they will prove to be ready sellers.

CHAIN BRACELETS with PADLOCKS

were first placed on the market by us, and we have not only our regular line but some designs and shapes that have never been shown before. They are all included in our broad and liberal guarantee.

Our Canadian Representative,
MR. GEO. E. SMITH,
350 King St.,
KINGSTON, ONTARIO,
has our new line of samples now ready for inspection.

THEODORE W. FOSTER & BRO. CO.,

Manufacturing Jewelers and Silversmiths,
100 RICHMOND ST.,
PROVIDENCE, R. I.

OUR LINE THIS FALL IS FULL OF

GOOD THINGS.

NUFF CED.



SEND FOR
SELECTION PACKAGE.

BE SURE AND SEE OUR LINE OF

BANGLE RINGS AND NAME PINS.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.

BULLION PRODUCTION INCREASES.—Washington, Jan. 1, 1900.—The preliminary estimate of the production of gold and silver in the United States in the calendar year 1899, made by Mr. Roberts, the director of the mint, shows a total gold production of $73,424,170, an increase over the production of last year of $8,961,170. The production of silver in the year is estimated at $74,123,996, an increase during the year of $3,739,511.

EDWARD TODD, the veteran manufacturer of gold pens, and for many years at the head of Edward Todd & Co., died at his home in New York last Sunday from cerebral hemorrhage. He was born in Bristol, Conn., and learned his trade, gold pen making, from Bard Bros, of New York. Later he became a member of the firms, Smith & Todd, Mabrie, Todd & Co., and finally of the present firm as above. He was active in business associations and charitable work.

HARTFORD, Conn, Jan. 15.—Paschal Converse, who died a few days ago in New Haven at the advanced age of eighty-nine years, was an associate of Chauncey Jerome and Hiram Camp in the establishment of the clock manufacturing business in New Haven. Mr. Converse half a century ago left his home in Bristol and assisted in forming the Chauncey Jerome Clock Company, which afterward became the New Haven Clock Company. He died at the residence of his daughter.

THE Zurbrugg Company has leased an office at 9 to 13 Maiden Lane, into which its New York offices, now at 65 Nassau Street, will soon be removed. It will occupy quarters in conjunction with the Philadelphia Watch Case Company, which will hereafter act as the exclusive export agent for the New York Standard Watch Company. The New York Standard Watch Company will abandon its offices in the Corbin Building, at 11 John Street, and its domestic trade hereafter will be conducted in its factory in Jersey City, N.J.

EMBARRASSED.—The New York creditors of Samuel Mayer, of Denver, Col., have received from Mr. Mayer letters stating that he is insolvent, and offering to take such steps as the creditors deem best. According to Mr. Mayer's statement his liabilities are about $77,000 and his assets are worth over $50,000. His assets consist of stock worth about $40,000, good accounts worth $6,000, a $5,000 equity in real estate and some mining shares. A conference of Mayer's largest creditors was held and it was decided to call a general meeting of creditors.

THE DEATH OF HENRY WOOD.—Henry Wood, one of the oldest silversmiths in New York, the senior member of Wood & Hughes, of 24 John Street, died suddenly recently at his residence in Red Bank, N.J. His death was due to apoplexy, and was unexpected. He had been suffering a long time of optical hemorrhages, but otherwise, with the exception of a slight illness two weeks ago, his health had been good. One night he appeared restless and finally, about midnight, went to bed. An apoplectic paroxysm began soon afterward, and he died about one o'clock.

CAN'T MOVE YET.—Cincinnati, Dec. 10.—The extensive improvements that have been made on the new factory building recently purchased by the Wadsworth Watch Case Co. in Dayton, Ky., are not as yet completed, and the factory will not be ready to move into until about the latter part of January. This fact, however, will not stop the company from its usual custom of closing down its plant from Christmas to New Year's to give the employees a week's vacation and to make necessary repairs. After that the removal of the plant will be made when the new factory is in readiness, and the concern will be moved by departments without the necessity of closing down. The company has been very successful in business during the past year and has made and sold over twice the number of cases made last year. This puts the total output for the year 1899 up to over 200,000.

ELGIN, Ill., Dec. 11.—The announcement made at the watch factory last week that the wage scale of 1892 would be restored caused great rejoicing throughout the institution and has caused the business men generally to look forward to a return of the prosperity that prevailed here before the panic. The watch factory is the principal industry of the city and its prosperity or the lack of it affects everyone doing business here. Wages in the factory have advanced steadily under the wise management of the new President, Mr. Hurlburd, and every operative has perfect faith in him and feels assured that he will redeem every promise made. The watch factory now has 2,300 operatives on the pay rolls and the amount paid out monthly at present exceeds $100,000. The advance will be more than 6 per cent. and means an addition to the roll of $10,000 each month. The change of scale goes into effect Jan. 1, and already the work of readjustment has commenced.

GREAT BRITAIN.

THE GEM MARKETS.—London, Dec. 30th.—Unfortunately there is no good news to report; things are much the same as last month, and if anything quieter. It is rumored that there is plenty of rough in London, but the trouble is to get it. The general opinion is that the syndicate are holding the rough in order to see which way the things will turn in South Africa. There is no possibility, whatever, as far as one can judge, that the price of the precious white stone will fall; in fact, the opinion is generally expressed that it will remain up. Apart from the war, the economic conditions are a factor which must keep it practically at its present high rate. There has been a fairly good demand for emeralds and rubies, whilst complaints have been made that decent garnets of medium size were only obtained with difficulty.

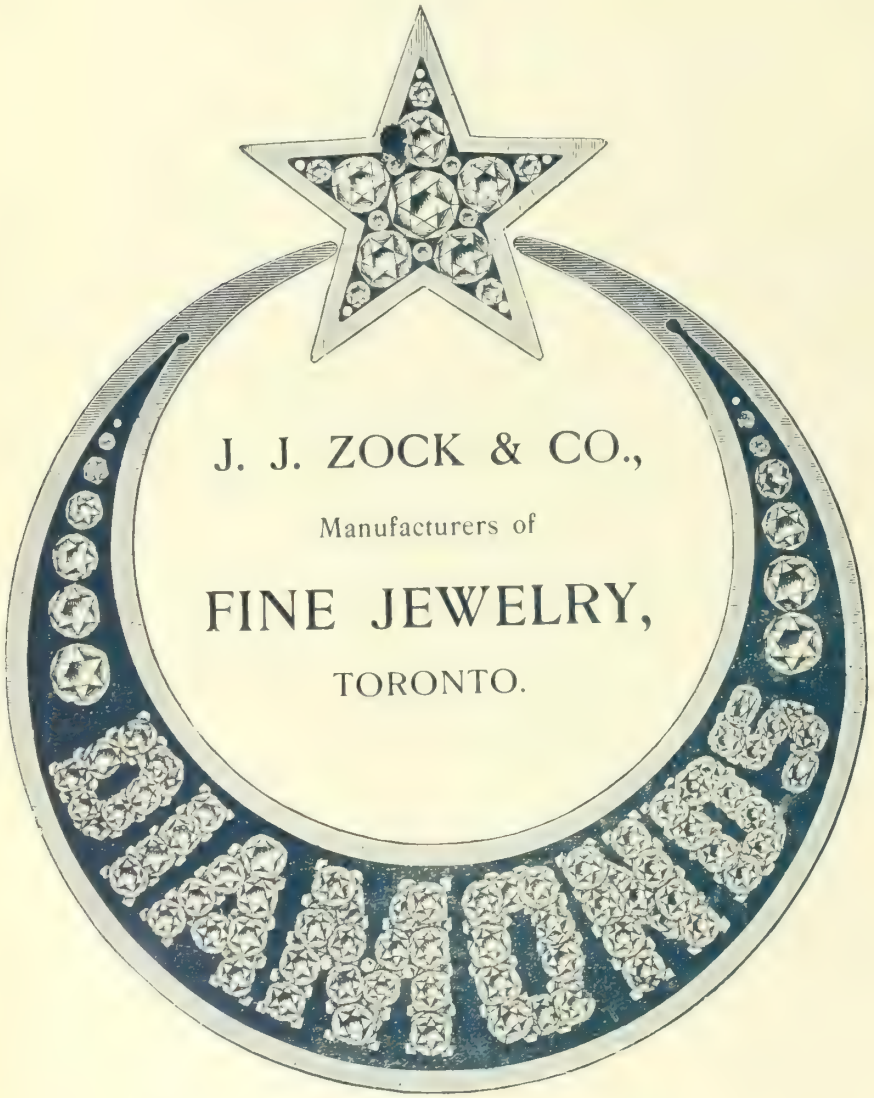
Paris, Dec. 28th.—Business in diamonds was again very bad, only a few parcels of small *melés* of middle quality and a few small parcels of three and four grainers being sold. There is little demand for any quality of polished diamonds; the war of course is responsible. A large business ought to be done at the Paris Exhibition, but unfortunately there are little signs of much at present. Business in colored stones and pearls is fairly good; fine emeralds and rubies are still in demand; few large parcels of cheap rubies and sapphires were sold, mainly for exportation.

Amsterdam, Dec. 27th.—Business during the past month has been very bad, mainly owing to the present war in the Transvaal. Very small quantities of polished diamonds were

LARGER AND BETTER THAN EVER.

During the Past Month

our increasing trade has compelled us to enlarge our factory premises and add a quantity of the latest and most improved labor saving machinery.



Our New Lines

for the Spring trade are well in hand and will be with our travellers in a few days. We aim to give you

"New" Goods,
"Natty" Goods,
"Salable" Goods,

and goods on which you can make a good profit.

If You Want Rings,

of any style, whether set with Diamonds, Pearls, Opals, Olivenes, or any other kind of stone, remember that we are the leading ring manufacturers of Canada.

Our styles are the newest and nattiest, our stock is the best assorted and our prices are always right.

We are also showing a specially fine assortment of Pendants, Lockets and Scarf Pins, all of the newest designs. They are up-to-date goods and no live jeweler's stock is complete without them.

J. J. ZOCK & CO.,

Manufacturers of Fine Jewelry.
Repairs promptly attended to.

34 Adelaide Street West, TORONTO.

for Mrs. Bramwell Jay made no inquiry about the bracelet. As time slipped by he began to hope that the lady had forgotten about the jewel, which actually appeared to be the case. Quite naturally he did not feel called upon to refresh her memory, and thus it came about that the bracelet remained in his possession until the date for the wedding had almost arrived.

At that inconvenient moment a friend of Mr. Tempany's, to whom he was under obligations in the way of business, concluded to be married, and Mr. Tempany felt it his duty to give to him a wedding present. He resented this disagreeable necessity all the more because he was already uneasy on account of the increased expenditures incident to his engagement. He was also depressed by the prospect that he would be obliged to defray the expenses of a wedding trip to the Italian lakes, to say nothing of the inevitable outlay for a wedding outfit for himself and for promiscuous gratuities to those who would assist at the ceremony. Even the consoling reflection that, once married, his wife's income would be ample for both, failed to soothe him, and in the midst of all this unhappiness he suddenly remembered Mrs. Jay's bracelet.

Since he must give a wedding present to his friend Bullivant, why not make use of the bracelet for that purpose? It was a great temptation, for the ornament had lain in his drawer several weeks, and Mrs. Bramwell Jay had apparently forgotten it. If she should happen to ask for it before their marriage he could pretend that he had lost it or invent some other plausible excuse for not returning it. After they were married he could say it was stolen, and if it came to the worst he could replace it with an inferior article. Mr. Tempany felt so inexpressibly relieved for the moment at the prospect of avoiding further expense that he did not pause to reflect upon remote contingencies, and he blindly yielded to his overpowering temptation. As to the morality of the transaction, it must be charitably supposed that he vaguely imagined himself invested with a proprietary right to the bracelet by virtue of his engagement to its owner.

However that may be, Mr. Tempany dispatched the bracelet to his friend's wife with a neatly worded letter of congratulation and good wishes. The fact that one of the stones was missing was a little awkward, because it was conclusive proof that the bracelet was not new; but Mr. Tempany flattered himself that he had gotten over that difficulty very cleverly by remarking that the bracelet had been a cherished heirloom in his family for years, and that he would never have consented to part with it to anybody but the wife of his dear and esteemed friend Bullivant. By return post he received a hearty letter of thanks from his friend and the lady, and Mr. Tempany experienced a thrill of satisfaction at having for the first time in his life received credit for an act of generosity.

Of course he did not mention this little episode to Mrs. Bramwell Jay, and he mentally resolved never to introduce Mr. Bullivant to her. But a few days afterward he was positively startled to hear the widow say:

Bye the bye, Podmore, a friend of mine writes that she has had such a nice letter from you. Amy Markham and I were old schoolmates. You never told me that you knew her."

"I never heard the name," said Mr. Tempany, uneasily.

"How stupid of me! That was her maiden name, of course," exclaimed Mrs. Jay, taking a letter from her desk. "It appears she has recently been married. Her husband is Mr.—Mr.—such a queer name, and I can't read her signature; but he is a friend of yours."

"Not Bullivant," said Mr. Tempany, with a start.

"Yes. She writes that her husband is an old friend of yours, and that you sent her a beautiful bracelet. How good of you, Podmore! You never gave me a beautiful bracelet," added the widow reproachfully.

"All in the way of business," muttered Mr. Tempany, turning faint.

"Amy says she will be passing through town to-morrow, and will make it a point to call on me and show me the bracelet continued the widow, innocently. "She says it is extremely handsome and she wants me to read your kind letter. Are you ill, Podmore?"

"No, no! It is the heat of the fire," gasped Mr. Tempany, wiping his forehead. "I wanted you to come somewhere with me to-morrow, Theodosia—for the whole day, I mean. I haven't been to the Crystal Palace for years, or to Greenwich Park. Will you come to Greenwich Park, Theodosia?" he added, desperately.

"What horribly vulgar places! How absurd you are, Podmore!" exclaimed the widow, looking at him rather curiously. "Besides, I want to see Amy when she calls. I shall certainly stay at home for her to-morrow."

"I shouldn't, if I were you," said Mr. Tempany, earnestly. "Very inconsiderate of her, I call it, to swoop down upon you like that."

"I don't think so," returned Mrs. Bramwell Jay. "I want particularly to see the bracelet you sent her. Will you come and meet her, Podmore?"

"No, no thank you! Certainly not!" replied the unhappy man, seizing his hat. "I mean that I shall be busy all to-morrow—particularly busy. Another time I shall be delighted."

"I suppose that you and Amy have never met?" remarked the widow with a suspicious glance.

"Never! No, never I assure you!" answered Mr. Tempany, and being anxious to avoid further questions he beat a hasty retreat.

His state of agitation and nervous apprehension may easily be imagined, for it seemed inevitable that the deception he had practiced would be exposed. The widow could not fail to recognize her own bracelet, and would, of course, call upon him for an explanation.

The situation was embarrassing, to say the least, and might lead to awkward consequences. Mrs. Bramwell Jay, in her natural disgust and indignation, would in all probability break off the engagement on the spot, and the story would be known all over London. Mr. Tempany got no sleep that night, and became more and more uneasy every moment. It suddenly occurred to him in the midst of his mental perturbation that he had committed an act of felony punishable by law. It was an awful reflection and caused Mr. Tempany to break into a cold perspiration. The agreeable prospect, however remote,

THE FULTON JEWEL MFG. CO., LIMITED,

MANUFACTURERS AND IMPORTERS OF **JEWELLERY,**

Have just received from the Factories a well-assorted line of the following goods: Rings, Bracelets, Links, Chains, Brooches, Cuff Buttons, Sash, Belt Buckles, Lorgnettes, Stick Pins, Hat Pins, Blouse Sets, Cyrano Chains, Scarf Pins, Thimbles, Silk Alberts, Cut Glass Bottles, and Leather Goods of all kinds.

Prices and styles cannot be beat. Mail orders promptly attended to.

40 COLBORNE ST. AND 13 LEADER LANE,

TORONTO, ONT.

of finding himself in the dock had the effect of spurring his imaginative and inventive powers; so, inspired by sheer desperation, he at length concocted a story which he hoped might serve his purpose. The consequence was that when in the course of the next day he received a peremptory note from the widow requesting him to call apon her immediately, he was able to keep the appointment with an outward appearance of calm.

"Mr. Tempany, this is most extraordinary!" said Mrs. Bramwell Jay, after a very cold greeting. "Amy has been here this morning, and I find that the bracelet you presented to her is mine! I gave it to you to take to the jeweler's."

"Nonsense!" exclaimed Mr. Tempany, with a well feigned start of surprise. "It is impossible!"

"Impossible! Why, here it is!" said the widow producing the ornament. "There can be no mistake about it. I will swear to it. Of course Amy returned it to me, and I have lost no time in asking you for an explanation."

"What an odd circumstance—quite ludicrous! I must speak to Bevis. He evidently gave me back your bracelet in mistake for the one I had bought," said Mr. Tempany, speaking quickly and nervously.

"Who is Bevis?" inquired Mrs. Bramwell Jay. "Do you mean the jeweller in Sackville street?"

"Yes. I never opened the case after he handed it to me across the counter, but sent it direct to Mrs. Bullivant," explained Mr. Tempany, gaining confidence. "I recollect it was the same day that I left your bracelet to be repaired. It is clear how the mistake arose."

"Still it seems extraordinary," repeated the widow, who was evidently only half convinced. "The jeweler must be a very careless man and deserves a good scolding. Suppose we go at once and ask him what he means by it? The carriage is at the door, and I am dressed for my drive, as you see."

"Pray don't trouble, Theodosia. I—I really think you had better stay at home on a cold day like this," cried Mr. Tempany, with fearful eagerness. "I will call on Bevis at once, this instant, but there is no occasion for you to go."

"Oh! I should like to go and shall enjoy the man's confusion," returned the lady, rather sharply. "Besides I am curious to see the bracelet you have chosen for dear Amy."

Mr. Tempany was so utterly taken aback by this sudden unexpected whim of Mrs. Bramwell Jay's that he could not find another word to say. He followed the lady meekly to her carriage and took his seat beside her, feeling like a criminal being led to execution. This ill timed visit to the jeweler's must, he felt, inevitably complete his discomfiture, for Mr. Bevis would naturally deny all knowledge of the bracelet. It really seemed as though the only course open to him was to confess everything on the spot, to avoid needless exposure and disgrace. But Mr. Tempany could not bring himself to acknowledge his deceit unless he were absolutely obliged, and during the drive he resolved as a last chance to hurry into the shop alone, on pretense of inquiring if Mr. Bevis were within, and take the opportunity to whisper a word of warning in his ear. No doubt the jeweler was open to a bribe and would make no difficulty about screening him. In his desperate strait Mr. Tempany took heart at this idea, and even tried to converse with the widow with apparent equanimity.

But his scheme was frustrated by an accidental circumstance. The coachman took an extra turn, so when the carriage was stopped the side on which the widow was seated was next the pavement. The footman, too, interfered. He was a smart youth, and descended from the box with such alacrity that the carriage door was open before Mr. Tempany had recovered his surprise at having so soon arrived at the jeweler's. The widow alighted first and stepped into the shop. Mr. Tempany, feeling that the fates were against him and that he was pursued by Nemes's followed in a state bordering on despair.

"Mr. Bevis, how can you make such an extraordinary mistake? You are Mr. Bevis, I presume?" said the lady, doubtfully.

"Yes, madam," the jeweler quietly replied. "Will you be seated? What mistake?"

Mrs. Bramwell Jay explained with fatal precision, while Mr. Tempany was almost bursting with eagerness to speak a warning word. By sheer force of will and mesmeric influence, as he regarded it, he succeeded in catching Mr. Bevis' eye during the recital. The latter was a shrewd little man and at a glance read the agonized expression Mr. Tempany's bloodless features had assumed. He knew the unhappy man by both sight and reputation, and, although their transactions had been extremely limited in extent he had pretty well fathomed Mr. Tempany's character. He was sufficiently alert to guess that discretion on his own part might be of great value, and although he made no sign a ghost of a smile flitted across the corners of his mouth before he was ready to reply to the widow's question. He then said:

"I am very sorry, madam."

"It—it was very careless," Mr. Tempany was bold enough to say, although his heart was beating fiercely.

"Very," said the widow, manifestly surprised. "I cannot see how you could have made such a mistake!"

"Mistakes sometimes happen in the best regulated establishments," Mr. Bevis said with great humility, and Mr. Tempany felt a strong desire to evince his gratitude by falling on the jeweler's neck.

"Where is the bracelet this gentleman purchased, then?" inquired the widow, still in an incredulous tone.

For an instant Mr. Tempany's uneasiness was revived, but Mr. Bevis proved to be equal to the emergency. Without a moment's hesitation he turned around and produced from a drawer behind a case which he laid upon the counter. Mr. Tempany was so overwhelmed with a blessed sense of relief that he felt no curiosity as to the contents of the case. His attention was attracted to it by a startling exclamation from Mrs. Bramwell Jay.

"Oh, Podmore! What a splendid bracelet! Why, it is a blaze of diamonds!" she cried, clasping her hands.

"Eh?" exclaimed Mr. Tempany, hastily putting on his glasses with a startled air. "What! Good heavens! That isn't the bracelet that I—chose." He saw at a glance that it was worth several hundred pounds.

LEVY BROS. CO., LIMITED,

Hamilton, Ont.

YOU CAN MAKE MONEY IN 1900.

Jewelry, so long unfashionable, is coming into favor again. Bracelets, Brooches, Neck-chains, Earrings will be worn.

WE HAVE ALL THE LATEST NOVELTIES

in these lines and our travellers will show them to you if you wait.

DO NOT BE DECEIVED WITH CHEAP GOODS.

HIGH-CLASS, LOW PRICED GOODS

is what you require to make your business successful.

We have them.

In American and Swiss Watches

you will find our stock complete. Our prices are as low as any. Where they are not as low we will always rectify the error.

PRECIOUS— **DIAMONDS.** —STONES.

OUR STOCK WILL BE FOUND LARGE, VARIED, LOW-PRICED.

CLOCKS of the Best Makers always on hand.

"Yes, sir, it is," Mr. Bevis said in a very calm and decisive tone.

"Oh, no! I—I think not, at least," gasped Mr. Tempany, but observing the shrewd look on Mr. Bevis' face, which said as plainly as possibly that the sale of that bracelet was the price of the service he had rendered, Mr. Tempany subsided into a frightened and uneasy silence.

"Oh, Podmore! This is really too good for Amy—much more than is necessary, I'm sure," said the widow, who was gazing with every demonstration of rapture at the ornament.

"Yes, Theodosia, so I think," acquiesced Mr. Tempany, eagerly. "It's too rich; I'm sure she would like something quite plain much better. A gold band or a simple bangle would be much more suitable. I think I will change it."

"No, Podmore; I have an idea. Amy was delighted with my bracelet, and she shall have it. I will keep this one instead of my own as a present from you," said the widow decisively. "It will be the first really handsome present you have given me, you know."

"I'm sure you don't want it, Theodosia," said Mr. Tempany, with a groan. "It—it doesn't suit your complexion. I'm afraid."

"You think not? Look, Mr. Bevis. What do you say?" exclaimed the widow, clasping the bracelet on her shapely arm.

"Excellent!" cried Mr. Bevis, in a tone of emphatic admiration, for which Mr. Tempany hated him on the spot. "Nothing could look handsomer."

"Very well. Then that is settled," said Mrs. Bramwell Jay, pleasantly. "I'm sure Amy will be glad to get my bracelet back again."

"You will have the stone replaced, of course, sir?" said Mr. Bevis, in a businesslike tone, as he took up the discarded ornament.

"Oh! certainly," interposed the widow, before Mr. Tempany could falter a remark. "In fact, I think the setting should be renewed altogether. It is too old fashioned."

"I will make a good job of it," replied Mr. Bevis, putting the case on one side. "Good day, madam. Good day to you, sir."

Mr. Tempany went out of the shop without uttering another word, being quite speechless with mingled emotions. His horror at the probable amount of the jeweler's bill was only equaled by the maddening feeling of helplessness which kept him from remonstrating. So far from experiencing satisfaction at his escape, he was now inclined to think that it had cost him too dearly, and his sentiments toward Mr. Bevis had changed to deep resentment. He excused himself from accompanying the widow for the remainder of her drive, feeling that he must be alone to brood over his crushing misfortunes. The lady seemed neither surprised nor hurt at this sudden desertion, and Mr. Tempany had an uncomfortable suspicion that she rather enjoyed his discomfiture. She was charmingly affable, however, and overwhelmed him with expressions of gratitude for his handsome present when he showed her into her carriage.

"By the bye, Podmore, dear," she exclaimed, putting her head out of the window as she drove off, "what could have induced you to say in your letter to Amy that this lovely bracelet was a heirloom in your family?"

This significant speech rankled a good deal in Mr. Tempany's mind when he had sufficiently recovered from his state of horrified bewilderment to think it over. It really sounded as if the widow suspected she had been imposed upon, though she had not scrupled to turn the circumstance to account. It may have been owing to a guilty conscience, but Mr. Tempany certainly fancied that from that day forward the widow began to manifest decided coolness toward him. So apparent did this become to him, that if he had had any self respect he would have terminated the engagement; but as he regarded his marriage, as we know, from a very material point of view he was not inclined to be easily affronted.

At the last moment, however, an unexpected obstacle occurred. The widow's solicitor intervened with some very plain suggestions about a marriage settlement. This did not suit Mr. Tempany's views at all, and being unable to come to terms with the lawyer he appealed somewhat indignantly to the lady herself. Mrs. Bramwell Jay refused to interfere, saying that she was entirely in the hands of her legal adviser, and the upshot was that, finding the widow's fortune was so strictly tied up that he might be reduced to the unpleasant necessity of supporting his household with his own money, Mr. Tempany resolved to remain a bachelor until a more favorable opportunity offered.

Of course, this was a dreadful blow to him. It aged him considerably, for when he came to add up what his engagement had cost him one way and another in actual pounds, shillings and pence, he was fairly horrified at the amount. Mr. Bevis' account brought tears to his eyes and reduced him to a state of incipient imbecility for days. He had to pay it, however; nor did he get a farthing discount. But it was at least a faint consolation to think that he would recover something out of the fire. The bracelet would fetch a good round sum, even at second hand, and this reflection buoyed him up a little so long as he was permitting to indulge in it. But, alas, even this small solace was denied him, for in acknowledging a small parcel containing the presents she had made him, the widow wrote as follows:

Dear Mr. Tempany: Thanks for your sad, sad letter and enclosures. I do not like to think of what might have been but for those dreadful lawyers! I return all the dear gifts you gave me except one, which I am sure you will allow me to keep and wear as a souvenir. The bracelet—your last gift—I cannot bring myself to part with, and I promise to keep it always—always! Your friend and well wisher,

THEODOSIA BRAMWELL JAY.

"ALL pens are alike to me," said the clever young woman, "and all pens would be alike to you if you only knew how to break them in. Don't moisten your new pen between your lips before you begin to write. Don't say charms over it or squander your substance in gold pens. Take your cheap steel pen, dip it into the ink, then hold it in the flame of a match for a few seconds, wipe it carefully, dip it into the ink and you have a pen that will make glad the heart within you. It is a process I have never known to fail."

THE TRADER

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, JANUARY, 1900. No. 12

THE BEGINNING.

What is worth doing, is worth doing well.

* * *

To do well, if you do not begin well, is difficult; if, indeed, not impossible.

* * *

You cannot begin the New Year better—in a business way, that is—than by determining to investigate the claims and assertions made by the management of the Dueber-Hampden Works.

* * *

Do it; and do it well.

CAUSE AND EFFECT.

The management of the Dueber-Hampden Works have for years persistently and assiduously opposed every measure, policy, coalition, "new invention" or device, etc., that tended to work harm to the interests of the watch dealers and watch purchasers of the country,

AND

every measure, policy, coalition, "new invention" or device, etc., so opposed, has proved to be, as the management of the Dueber-Hampden Works predicted, a **FAILURE!**

"THE BEST."

Charleston, N.C.

I am carrying a 17-jewel Hampden watch. It is the best watch in the country.

C. S. MORRISON, Conductor,
Richmond & Danville Railroad.

THE MATTER OF DESCRIPTION.

You may describe a horse as being decked all over with gilt tassels, but if it cannot **trot,** the bombastic description of its tassels won't make it win a race.

You may describe a watch as being fitted with as many frills as you please; you may make the description as bombastic as you please; but neither frills nor bombast will make the watch keep time.

There is nobody in the offices of the Dueber-Hampden Works gifted with sufficient brilliancy to create for the Dueber-Hampden Watches such high-falutin, mystifying descriptions as are employed for other watches we know of.

The Dueber-Hampden product is: Closely running watches—the closest-running watches ever produced; they're stylish, they're modern, they're "The Best." And that's all the description that goes with them.

Most important: The description fits the goods.

HOW DUEBER GOODS ARE SOLD.

The Dueber-Hampden Works sell their entire product only through the wholesale and retail watch dealers, **and they do not solicit or accept orders** from Department Stores, Farmers, Supply Houses, etc.

"FOR EXAMPLE."

"We defy competition."

* * *

A strong assertion to make, isn't it? But who can find fault with it if it's substantiated?

* * *

The Dueber-Hampden Works assert it. Their product substantiates it.

* * *

Their three new 12-size watches and "The Four Hundred," for ladies, for example.

THE REASON

The three new 12-size movements of the Hampden Watch Works, the "Dueber-Grand," 17 jewels; the "Dueber Watch Co.," 17 jewels, and the "John Hancock," 21 jewels, are sold **only** in the 14 and 18 karat solid-gold and 14-karat gold-filled watch cases of the Dueber Watch Case Manufacturing Co., in order to protect the retailer, and prevent the sale of these movements in for instance, so-called 40-dwt. solid-gold cases," containing 20 dwts. of lead.

"THE BEST" AGAIN.

Central City, Ky.

I am wearing a 17 jewel Hampden watch to run an engine on the N. N. & N. V. R. R. It is the best I ever saw.

HENRY FRISS.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent Dueber-Hampden Watches,

393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

DEAD.—Mr. D. W. Young, jeweler, of Red Deer, Alberta, N.W.T., is dead.

MR. C. BRAUD, who formerly carried on busines at McGregor Station, Man., has left that place.

REMOVAL.—Jeweler J. B. Rogers has removed his business from Woodville, Ont., to Belhaven, Ont.

D. A. Merrick of Simpson, Hall, Miller & Co., spent his Christmas and New Year holidays in Toronto, amongst his old friends.

MR E. CULVERHOUSE, optician with Messrs. Ryrie Bros., was laid up last month with a severe attack of Grippe, but is around again.

MR. F. LEFEBRE, recently with Messrs. H. & A. Saunders of this city, has left Canada in order to engage in the jewelry business in New York.

REMOVAL.—Mr. F. W. Vickers, formerly of Gladstone and Plumas, Man , has removed his jewelry business to Dauphin, Man., where correspondents will please address him in future.

MR. HYMAN LAZARUS has taken the position of stock clerk for the Cohen Brothers Limited, formerly occupied by Mr. Frank Poulter, who at present represents the same firm on the road.

MR. W. K. MCNAUGHT, Secretary-Treasurer of the American Watch Case Company, of Toronto, Limited, was confined to the house for the first three weeks of January through illness, but is now about again as usual.

MANAGER WALTER J. BARR, of the Goldsmiths' Stock Company, spent two weeks among the jewelry factories of the United States looking up the latest novelties in every line. He reports a very fine selection at very reasonable prices.

MR. CHAS. E. ELLIS, of P. W. Ellis & Co., paid a visit to Montreal last month for the purpose of looking over the affairs of the company's branch office in that city, and making arrangements for their business campaign during the present year.

"UNCLE" LEVETUS is again on the road, much refreshed from his mid-winter holiday, and reports business in the optical line to be very satisfactory, although the orders are not so big as he would like them to be, but "Uncle" aims high.

RE-ELECTED.—Mr. M. C. Ellis, of P. W. Ellis & Co., Toronto, was last month unanimously re-elected first vice-president of the Commercial Travellers' Association of Canada. Next year we hope to see him occupying the presidential chair.

PROSPERITY BRINGS STABILITY IN PRICES.—The Dueber-Hampden Watch Companies announce to the retail trade that no discount will be allowed from their list, hereafter, by jobbers, except a trade discount of ten per cent., and usual cash discounts.

A NEW PARTNERSHIP.—Mr. W. E. MacPherson, formerly of Arnprior, Ont., has entered into partnership with Mr. W. E. Sprott, of Greenwood, B.C. The new firm will carry on business in Mr. Sprott's old stand under the style of Sprott & MacPherson.

THE STANDARD SILVER COMPANY, report that the new year has opened up in good shape and that they are more than usually busy for this season. Manager George says that the new line of goods they have in hand will not only please but surprise the trade.

MR. WILLIAM ALLEN YOUNG, of London, Canadian representative of the Dueber-Hampden Watch Company, spent a couple of weeks amongst the jewelry factories of New York, Attleboro, and Providence, during the early part of January, selecting goods for his wholesale jewelry business.

IN CONNECTION with the extension of their factory, we hear that Mr. Julius Saunders of H. & A. Saunders has just returned from the United States having completed the purchase of a large amount of the latest improved machinery for the manufacture of their new line of fine gold jewelry, etc.

MR. GEORGE ANDREW, the well-known jeweler of Winnipeg, Man., spent his vacation in Toronto last month, and combined business and pleasure. Mr. Andrew is probably the pioneer jeweler of Winnipeg, having located there in 1874, when it was a very small, but as now, a very pushing place.

THE COHEN BROTHERS, LIMITED have mailed to the trade an attractive booklet on the Prentice Retinoscope. It tells of an ingenious instrument which overcomes all the difficulties that Retinoscopy once presented. They will be pleased to mail a copy to any optician who has not received a one.

THE Annual Meeting of the American Watch Case Company, of Toronto, Limited, was held on the 17th January, when a very satisfactory statement of the affairs of the company was submitted by the board. The old officers and directors were unanimously re-elected to serve during the ensuing year.

MR. CHAS. E. BACHLEY, the missionary of the American Watch Case Company, of Toronto, left about the 20th of January, for a trip through Manitoba and the North-West Territories. He expects to be gone about two months, during which time he will visit every live jeweler between North Bay and Victoria, B.C.

RETIRING FROM BUSINESS.—Mr. Arthur Pequegnat, the well-known jeweler of Berlin, is retiring from the retail business and is offering it for sale as a going concern. As this is one of the oldest and best established businesses in Berlin, it offers a good opportunity for some enterprising jeweler to get a good start.

MESSRS. H. & A. SAUNDERS, whose advertisement appears on the second page of this issue, have now the largest and best equipped chain factory in Canada. In this department alone they employ some forty to fifty hands, making a specialty of fine rope chains in both solid gold and high grade seamless gold filled.

SAUNDERS, LORIE & CO. report that the year 1900 has opened up exceptionally brisk, and that they have been obliged to employ six additional new hands last week in order to get out their work. Even with this increased staff they have been compelled to work at nights since the 22nd of January, in order to fulfil engagements.

MR. R. Y. ELLIS, of the firm of P. W. Ellis & Co., has been selected by the Manufacturers' Association of Canada, as one of their representatives on the Technical School Board. Mr. Ellis has always taken a deep interest in technical work and art of all kinds, and we do not think that the association could have made a happier choice.

MR. C. A. MERITT, who has been well and favorably know on the road for the past eight years by the jewelry trade, has made an engagement with the firm of H. & A. Saunders, manufacturing jewelers, Toronto, to represent them in the Maritime Provinces during the present year. Mr. Meritt represents a first-class firm with a large line of new and seasonable goods, and the trade in those provinces can depend on getting good value from him whenever he so represents it.

Waltham Watches.

Systematic Railroad Watch inspection was first adopted during recent years. This safeguard for the travelling public was made possible by the construction of Waltham Railroad Watches, from which indeed it was the logical result.



Where accuracy and precision are essential Waltham Watches are chosen.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

WALTHAM WATCH CHANGES.—The American Waltham Watch Company notified the trade last month that they had discontinued movement o size, No. 60, 7 jewels, gilded. They have also issued a new model 16 size movement, No. 610, nickel, having 7 jewels, cut expansion balance, patent Breguet hairspring, hardened and tempered in form at a price of $8.80 TRADER list.

W. E. HAMMILL, instructor of the Optical Institute of Canada, has just mailed out a very attractive circular calling the attention of the opticians of Canada to the importance of further perfecting themselves in optics. The progress in this science has been so rapid, and competition so keen, that unless one is constantly on the alert his trade is bound to go to his more aggressive competitor.

ANOTHER ADVANCE.—Announcements were made to the jobbing trade on the 2nd of January, by the Elgin National Watch Co., and the American Waltham Watch Co., that the discounts to jobbers upon movements had been readjusted. This readjustment is, in fact, a raise in the price, although the list prices remained unchanged, the raise coming through the reduction in the discounts to jobbers.

H. & A. SAUNDERS' representatives are out bright and early with their new line, calling on their numerous customers throughout the Dominion, as follows:—Mr. F. Le Febvre in the North-West and British Columbia; Mr. A. C. Merrett in the Lower Provinces, and Mr. A. Marks in the Province of Ontario. Those who have seen the New Line pronounce it to be the best this firm has ever shown.

CORRECTION.—In our last issue under the heading of "A New Departure," we stated that the American Waltham Watch Company would buy back, if in good order, the wooden display boxes sent out with O and 6 size Maximus movements. It should have read that it was only the 12-16 and 18 size movements of "Maximus" or "Vanguard" grades that the company would purchase at ninety cents each. Our readers will kindly bear this in mind.

OFF FOR EUROPE.—Mr. Ernest Saunders, of Saunders, Lorie & Co., of this city, left about the middle of January for Europe, by the steamship "St. Louis" via New York. Mr. Saunders proposes to go direct to Amsterdam and look thoroughly over the diamond situation, after which he will visit Paris, London, and other jewelry manufacturing centres of Europe before his return home. THE TRADER wishes Mr. Saunders a prosperous journey and safe return.

THE FOLLOWING STUDENTS have just completed a course in optics under Dr. W. E. Hamill, at the January class of the Optical Institute of Canada, viz., Albert B. Scarff, Montreal; Renne J. Hutte, St. Catharines; Luther Hunt, Brockville; George A. Wodehouse, Hamilton; James McNeilly, Niagara; H. H. Ramage, Toronto; T. H. Trimble, Toronto. Next primary class commences at 2 p.m. March 12th. The advanced class on Retinoscopy commences January 29th.

WE DIRECT the attention of our readers to the advertisement of a first-class jewelry store to rent by Mr. Henry Knell, Jr., in the city of Berlin, Ont. This store contains fire proof vault, dark room for optical purposes, and first-class show and wall cases throughout, and is admirably adapted for the carrying on of a first-class jewelry business. Any person thinking of making a change of location should write to Mr. Knell for particulars, or better still go and see the premises and location.

THE trade will be interested in knowing that Mr. Frank Stanley, formerly the Eastern representative of P. W. Ellis & Co., and now local manager in Toronto of the Stanley Piano Company, is working up a splendid business for his company. Of course he has a first-class piano, none better made anywhere, but all the same Frank has pushed the business very successfully. His office and warerooms are at 11 Richmond Street West, where he says he will always be pleased to have a call from any member of the jewelry trade who has any time to spare.

COMPLIMENTARY.—Mr. G. W. Box, the foreman of Messrs. Cohen Brothers' factory was the recipient of a pleasing present from his employees recently. Mr. L. G. Amsden made the presentation, and in a few well chosen words expressed the gratification and feeling of good-will towards Mr. Box, which he in common with the employees had. Mr. Box replied briefly, but to the point, and trusted that their labors would always bring forth such pleasant associations. He will continue to strive to do his duty by employers and employees. The presentation consisted of a very handsome eight-day clock.

Mr. L. G. AMSDEN, Secretary of the Cohen Brothers, Limited, has just returned from a buying trip in the East. He visited Buffalo, Rochester, Providence, Southbridge and Boston. He reports business to be booming across the border, and the prices exceptionally stiff. He placed a large order for additional machinery, all being of the latest model, which will in point of up-to-dateness, render his company's factory second to none. He also reports having secured an exceptionally good line of eyeglass chains, mostly of the famous make of Ballou & Co., of Providence, whose chains are so favorably known throughout Canada.

DEAD.—One of the oldest and best known jewelers in Montreal passed away last month in the person of Mr. Thomas Allen, of the firm of Thomas Allen & Co., St. Catherine Street. Mr. Allen, who was sixty years of age at the time of his death, came to Canada fifty-one years ago. He served his apprenticeship to the jewelry business with the well-known house of Savage & Lyman, after which he engaged in business on his own account with Mr. Peter Wood, under the firm name of Wood & Allen. He subsequently founded the business of Thomas Allen & Co., which he carried on until his death. He was highly respected by the trade.

J. J. ZOCK & CO., the well-known manufacturing jewelers of Adelaide Street West, Toronto, have put in a very busy January, and are now hard at work on their new line of samples for the spring trade. Mr. Zock, who has just returned from a tour amongst the leading jewelry factories of New York, Providence, Attleboro and Newark, says that he is full of new ideas and designs, and will have a line that will surprise the trade this spring. The firm have been again compelled to enlarge their factory since the beginning of the year, in order to accommodate the new labor-saving machinery purchased by Mr. Zock while over in the United States.

PRO-BOER BUTTONS SEIZED.—An Ottawa despatch of January 5th states that some days ago a large number of buttons on which were inscribed the words "Victory to the Boers," both in French and in English, were seized by the Customs officials in Toronto and forwarded to the department there. The Department has sent out a circular to all Customs Collectors instructing them to be careful of importations from a certain company, whose name is given in the circular, but withheld from publication, operating in New Jersey. All importations of the character mentioned are declared to be seditious under the Customs Act, and are therefore prohibited.

ASSIGNED.—Mr. J. B. Williamson, the well-known wholesale and retail jeweler, Montreal, assigned upon the first of last month, upon the demand of Mr. W. H. Hutchings. This failure has been looked for, for some time by those conversant with Montreal business, and has excited little or no surprise amongst the trade generally. The liabilities amount it is said to about $30,000, the principal creditors being Schwob Bros., $1,500; Buckas & Strauss, London, England, $15,000; B. VanGilder, Amsterdam, $2,500; A. C. MacKay, Renfrew, $5,000; J. S. Budden, Quebec, $2,000 and The M. S. Brown Co., Montreal, $2,100. Mr. A. W. Stevenson has been appointed provisional guardian for the estate.

ARRESTED IN DETROIT.—Charles Norman, a laborer, aged 56, was arrested at Detroit on the 16th January, on suspicion. The officers say he is wanted in Marine City for attempting to blackmail a farmer near there. When arrested Norman had a valise containing a lot of silverware and jewelry in his possession. Later Detectives Mahoney and Campau, of Windsor, visited police headquarters and identified the silverware as some that was stolen from Albert Jenisee's store in Tecumseh, a few miles from Windsor, the Saturday night before New Year's. Some of the jewelry that the prisoner had in his possession, the Canadian officers think, was stolen from a store in Woodstock, Ont., the night before Christmas.



1900.

The end of the Century
and we have a Fin de Siecle
line to present to you.
We think that the range of
goods which our Travellers
will submit to you the
coming season is unequalled
in this market, we know
at least that it is vastly
superior to any that we have
heretofore had (and those
were not so bad—were they?)
We would like you to reserve
your new year orders until
you have seen our lines, we
are satisfied that you will
find it good business policy
to do so.
We think that we will be
able to suit you in anything
that you may want in SILVERWARE
and we trust that your Xmas
trade has been such as to
leave your stock in great
need of replenishing.
Wishing you a very full measure
of prosperity during Nineteen Hundred,

We remain,
Yours truly,

STANDARD SILVER CO., LIMITED.,

31-41 HAYTER STREET,

TORONTO, ONT.

REMOVING.—Cohen Bros. Co., Limited, the well-known manufacturing opticians of this city, have for some time past found their factory so much over-crowded that they have decided to remove to more commodious quarters. After some negotiations, they have secured the splendid stone building on the north side of Adelaide Street, a few doors west of Yonge Street, formerly occupied by the McBurney, Beatty Bicycle Company, as a factory. This building, which has a floor space of 30 x 80; four stories and basement; will be occupied exclusively by this company as soon as it can be fitted up. The work is now being contracted for, and the company expects to be able to remove there about the middle of March.

WATCHES—The scarcest thing in the jewelry business for the past six months has undoubtedly been American watch movements. We are glad to say, however, that at present the indications are that they will become more plentiful before many months are over. This will be more particularly the case in ladies' watch movements, although it is certain that even these goods will not be overly plentiful at any time during the coming year. Men's watches, especially in 18 sizes, also give indications of being more plentiful, while it looks as though the 16 size will be scarcer than for some years past. This will assuredly be good news for the trade, as watches, and American watches at that, are without doubt the staple article of the business.

A REPORT was received at Ottawa on the 2nd January from Mr. J. S. Larke, Canadian Commissioner to Australia, in which he gives the trade figures for the year for South Australia and Tasmania, and states that while some Canadian products reach those colonies, the development of trade with Canada is not as rapid as it might be if representatives of Canadian houses were to extend their business connections directly into these colonies. In mentioning the gratifying fact that where Canadian houses have been assiduous in working up trade they have been successful, the Commissioner suggests that where it would not pay a single house to send a representative to Australia, a number of firms might unite to send on a traveller. In this way there would be an economy of expense.

THEIR FIRST FIGHT.—The Canadian Contingent in South Africa at least a part of them, have had their first fight, and although it was only a small affair, it was enough to let officers see how they would stand fire, and what they were worth in the hour of trial. That they did their work pluckily and well, almost goes without saying, and it is with considerable pride that our people generally read the comments of the English press upon their pluck and soldier-like conduct in action. So far they have proved themselves very amenable to discipline, and whether put at piquet or fatigue duty, they have carried out their orders with courage and cheerfulness. They are proving themselves worthy descendants of the Mother Country, and we are sure that we shall have every cause to feel proud of their conduct throughout the campaign.

MR. JOHN C. DUEBER, President of the Dueber-Hampden Watch Company has the sincere sympathy of the Canadian trade in the bereavement he suffered last month through the loss of his son, Mr. Joseph C. Dueber. The deceased was only twenty-eight years of age at the time of his death, and was a young man of very great promise. His abilities as a mechanic and a business man were phenomenal and he gave every indication of being worthy to succeed his father in the management of the gigantic factories that bear his name. But death, who is no respector of persons, cut short the thread of life, and we can only mourn and wonder that so brilliant and useful a career has been so suddenly ended, while others less useful have been spared. We can only bow to the inevitable, however, and give the bereaved parents our sincere and heartfelt sympathy.

FAILURE OF AN ELECTROPLATE CO.—A meeting of the creditors of the Burt Electroplating Company of Cornwall, Ont., was called for Saturday January 13th, for the purpose of considering the affairs of the estate. The business was begun last summer by D. Burt, a young Englishman, who opened up an electroplating establishment, and later procured a partner with some capital. They went rather extensively into the jewelry business, a good plant and stock being secured on credit. After the holiday trade it is said that Burt procured a rig and left for the expressed purpose of establishing country agencies for the electroplating business, but went to Prescott, where he left the rig and crossed to Ogdensburg. The firm assigned later. Several Montreal and Toronto houses are interested in the failure, some of whom advanced not only goods, but cash also.

FOR SOUTH AFRICA.—As predicted in our last issue Mr. G. W. Hurdman, of the firm of Olmstead & Hurdman, jewelers, Ottawa, was gazetted to the command of D Battery, Royal Canadian Artillery, for active service in South Africa, with the rank of major. Major Hurdman has for several years had command of the 2nd Field Battery, Ottawa, and is every inch a soldier. He is a gentleman of splendid physique, thoroughly up in all the intricacies of artillery drill, a rigid disciplinarian, and withal a thoroughly good fellow, and a natural leader of men. He is a first-class specimen of what Canada can turn out in the way of soldiers, and would do no discredit to any battery of artillery in the regular service. He carries with him the good wishes of the Canadian jewelry trade, who will join with us in trusting that he may not only return home in safety, but bring with him a record of gallant and useful service on behalf of the Empire.

A STEP IN THE RIGHT DIRECTION.—The Ontario Government last month passed an Order-in-Council placing the manufacturing clause on pulpwood cut in the province. The Order-in-Council provides that after May 1st next, all pulpwood cut in the province shall be manufactured in the province. In our opinion this is a step in the right direction, and will be largely stimulative to the manufacture of paper in this province. Canada at the present time has almost a practical monopoly of pulpwood timber, and if she is ever to be a paper producing country she must see to it that it is exported in the shape of manufactured paper, instead of logs as has been the case for so many years past. With our pulpwood and magnificent water power, there is no reason why Canada should not supply the world with paper. It only needs a level headed business policy such as the above to bring it about, and we are therefore glad to see that the Ontario Government has had sand enough in its composition to put it in force.

TORONTO'S CITY HALL CLOCK.—As our readers know, the contract for this clock was given to the firm of Gillett & Johnston, of Croyden, England, who after a good deal of delay as to the time of completion finally promised it in about a year. They now seem to have struck another snag in the matter of the guarantee company. However, this is now being arranged, and it is to be hoped that the firm will have clear enough sailing in the near future to get on with the contract and deliver it on time. The delay of the contractors in delivering this clock is the key to the solution of the query so often asked, why we don't do more trade with Great Britain, in jewelry, etc., than we do? English firms are so slow in filling orders when compared with those of Canada or the United States, that people simply won't wait on their pleasure unless they are forced to. If the English manufacturers would take a leaf out of the Americans' book in the method and promptness with which they execute orders entrusted to them, they might easily double their business with this country in a year.

A VERY SAD CASE.—Mrs. Alice Bencette, seventy years old, mother of C. V. Bencette, jeweler, Sandwich Street East, Windsor, Ont., was burned to death on Sunday afternoon, December 31st, at her home in the Grand Marias settlement, Sandwich East, about three miles from Windsor. Mrs. Bencette who was a widow, had quarters in the front portion of the house, the rest of which was occupied by her son Paul and his family. She was standing by the stove frying pork for her dinner, when suddenly the meat caught fire. The flames shot up into her face, and in an instant her light cotton dress was ablaze. Her little grandchild, who was in the room and witnessed the accident, ran screaming for help to her parents in the other part of the house. The child's father hurried in and found his mother with her clothing nearly all burned off, writhing in her death agony on the floor. He caught the burning form in his arms

and, rushing outside, extinguished the flames by rolling his burden in the light snow that had fallen. But help had come too late. It was a charred corpse he carried back into the house. The poor woman's face and arms were burned to a crisp. Bencette's own clothes caught fire while he was trying to render assistance to his mother, and one of his arms was badly burned. Mrs. Bencette was well known in Sandwich East, where she had resided nearly all her life.

"THE STRATHCONA HORSE."—Canada was startled a few days ago by the news that Lord Strathcona (Canadian Commissioner in England) had offered the British Goverment to raise, equip and maintain during the entire war, 500 mounted scouts from the western plains of Canada, than whom there are no better riders or shots in the world. His offer has been accepted by the British Government and sanctioned by our own Canadian Government and it is quite probable that before a month has passed, this third contingent of Canadian troops will be en route for the South African war. In making this offer Lord Strathcona has done a splendid action for Canada, as well as for the British Empire at large. The cost, although large (probably over $1,000,000) is only a small part of the matter. It shows that our best public men as well as our people generally are thoroughly in earnest in regard to the unity of the Empire, and that we consider it quite as vital to us Britons in Canada as to the Britons in the British Isles. It is a noble gift and we honor the large-hearted giver.

THE ANNOUCEMENT in the *Jewelers' Circular* of January 3rd, that at the end of the month that journal and the *Jewelers' Weekly* would amalgamate into one company, caused but little surprise in New York trade circles, who have been expecting some such denouement for some time past. The fact is that the jewelry business in the United States has been over-journalized for a great many years back, and the trade over there have had to carry a half a dozen journals on their back that they had no need for and probably did not want. A great many of these journals have gone to the wall, and no doubt others will follow in due course, and if the trade over there are wise they will not make efforts either to resurrect ony of the defunct ones or start new trade journals. What the manufacturing and wholesale trade want is a means to reach their customers of the retail trade, and if this can be thoroughly effected by advertising in one, two or three journals well and good. The expense may be large but it can easily be borne, and they get good value for their money. But when this number of journals is doubled or trebled, and they have all to be kept by advertising, they become a burdensome tax upon the trade, and some of them will have to go to the wall. From a close study of this matter we have come to the conclusion that the main benefit of an amalgamation of trade journals is to the advertiser and not to the journalist. The advertiser, as a rule, simply has one less advertisement to pay for and he saves that amount of money. Although the journalist has less opposition, his advertising patronage is hardly increased thereby, nor are his prices raised. It simply insures him a more certain and stable clientelle and that is all. The amalgamation of the *Jeweler's Circular* and *Jewelers' Weekly* will mean thousands of dollars in the pockets of the New York jewelry trade to the hundreds that the proprietors of the *Circular* will make out of it.

THE CANADIAN FAILURES for 1899 show a considerable decrease over those of the past three years, and is cheerful reading to the average merchant. In 1896 there were 2,118 failures; in 1897, 1,809 and in 1898, 1,300. The amount of liabilities for 1899 is slightly over that of 1898, owing manifestly to a bank failure which has attracted no small attention, and one in iron mining and manufacture early in the year; but the increase is smaller than the liabilities resulting from either disaster, and the number of failures is smaller than for many previous years. Quebec, Nova Scotia and New Brunswick, show increase in defaults, and other provinces decrease. The increase is over $2,300,000 in manufacturing in Quebec alone, half due to the one large failure mentioned, while in trading a decrease of $1,500,000 appears, and in Quebec a decrease of more than $1,200,000, making the return in that branch the best for six years. The following comparative statement gives the failures and liabilities in each province for the last two years:

	No. of Failures.		Liabilities.	
	1899.	1898.	1899.	1898.
Ontario	488	633	$2,374,977	$3,832,697
Quebec	539	500	6,730,230	3,910,782
New Brunswick	53	78	643,041	417,666
Nova Scotia	78	125	456,472	650,415
Prince Edward Island	3	4	9,400	35,900
Manitoba	39	29	458,018	329,486
North-West Territories	7	6	50,193	57,000
British Columbia	78	52	355,560	410,154
Total Canada	1,285	1,427	$11,077,891	$9,644,100

MESSRS. RODEN BROS., silversmiths, last month removed to their new factory on King Street West, known to Torontonians as the Old Royal Opera House. This building although not originally intended for factory purposes, has recently been remodelled and overhauled, and being centrally located is now one of the best and most commodious factory premises in the city. Their new factory has three stories and a basement, each flat being 57 x 137 feet, thus giving a floor space of over 30,000 square feet. As our readers are aware the firm of Roden Bros. are exclusively manufacturers of sterling silver goods of all kinds. Starting in a very small way some twelve years ago they have gradually worked their way up, until to-day they are probably the largest Canadian manufacturers in their particular line. At the present time the firm employ upwards of seventy-five skilled workmen, and are constantly making additions thereto as the needs of the trade demand. In removing into their new quarters the firm have kept this matter of expansion prominently in view, and have prepared their plans so as to increase without difficulty or expense whenever their business demanded it. They have just added a considerable amount of new machinery, enamelling furnaces, etc., to their plant, which they now consider to be fully abreast of the times. The variety of goods made by this firm is really enormous, and a look through their samples and books of design is simply a revelation. In spite of what they have done, they are always on the look out for something new; one can always depend on finding some novelty in course of preparation with which to tempt the trade and the public. In addition to their large lines of flat ware, and enamelled souvenir goods of all kinds, the firm have lately gone into the manufacture of regular lines of hollow ware, and this they think has a large future before it. As our readers know this firm do not market their product directly to the trade, but by actual experience have found that it is more advantageous to themselves and considerably cheaper to the trade, to do so through their exclusive selling agents, The Goldsmiths' Stock Company of this city. They have found that the marketing of a factory's production for cash is a business problem at least as difficult to solve as that of the manufacture of the goods. There is no example in this market more strikingly successful than the Goldsmiths' Stock Company's handling of Messrs. Roden Bros. distribution. Up to the time when the arrangement between these firms was completed Messrs. Roden Bros. considered that many outlets were more desirable than confining their supply to one. The present position was eventually decided upon, and securing the active co-operation of the strong organization of the Goldsmiths' Stock Company, their line has been perfected and extended in a remarkable degree, and is represented to the entire Dominion by four sets of samples, in the hands of specialists, whose services it would be hard to duplicate. The advantage of this method to the retailer lies in the association of the kindred stocks of the two businesses, so that not only is the cost per cent. of marketing reduced, but also secures the presentation at short intervals over the entire territory. It thus makes the line more familiar to the merchants, and enables them to obtain supplies at less cost by shipments being made with other goods. The theory of direct selling from maker to retailer ensuring economy, can only be worked out when the buyers at their own expense, with cash in hand seeks the producer. Even although this may be done, the cost of buying must be added to the purchase, and the manufacturers have found that even then they have to incur heavy expenses in addition to the factory ones to supply

small orders individually. For these, and other reasons the Messrs. Roden Bros. decided to market their product exclusively through their selling agents and the results have fully justified their expectations. The immense growth of their business is the best proof of the wisdom of their policy. We congratulate the firm on their success and wish them a prosperous career in their new home.

A Second Contingent.—Contrary to expectations Canada's offer to provide a second contingent for active service in South Africa has been accepted by the Mother Country, and ere this shall meet the reader's eye the majority of these troops will be on their way to the seat of war. Events have proved that the great need of the British forces in South Africa is cavalry or mounted infantry and artillery, and these are the kind of troops that Canada is now sending. The batteries of artillery are to all intents "regulars" and fully equal in equipment and drill to any in the Imperial service. They will be ready for work the day they land on African soil, and that they will be able to give a good account of themselves, we have no doubt whatever. The rest of the troops are mounted rifles and consist mainly of mounted police and cowboys from the Canadian North-West Territories, and a few squadrons of picked shots from the cavalry regiments of Manitoba and the Eastern Provinces. Of our mounted police we need simply say, that from their training and experience, there are no finer troops in the world for the particular work they will have to do in South Africa. They live in the saddle, and are both soldiers and police, a very bad combination, as the Boers will find out to their cost if they come across them. The cowboys of the western foothills of the Rocky Mountains, are scouts of the very finest kind, and will be just as much at home amongst the kopjes and veldts of South Africa as in the Canadian North-West. They can handle their guns with any men living, and in our estimation will be an invaluable addition to the British fighting force in South Africa. It is now apparent to every student of military matters, that while the Boers are no match for the British on anything like equal terms, yet the configuration of the country and the mobility of their troops, (the majority of whom are mounted and need little or no commissariat) gives the Boers a great advantage over regular infantry troops. When you add to this that the Boers have (with the exception of their attack on Ladysmith on January 6th, where they were badly defeated) always fought on the defensive and from the shelter of breastworks or rifle pits, and it can be easily seen that if Britain is to bring this war to a speedy and successful conclusion they must augment their cavalry and artillery forces to a large degree. Ten thousand troops such as the Canadian mounted police or cowboy scouts, will be worth more to the British than twenty thousand regular infantry, and in saying this we do not want to disparage our gallant infantry in any way for there are none better on the face of the earth, if as good. But they simply can t do the work. It is out of their line. You might just as well set an elephant to catch squirrels. By the time that our mounted men and the ten thousand mounted yeomanry of England are added to the British forces, however, we shall then be strong enough in cavalry and mounted rifles to play their own game against the Boers, and with every chance of success. In our opinion, when once Britain gets a proper force of mounted men in the field, whether regulars or irregulars, the game will be about up so far as the Boers are concerned, and the end will soon be near. As things stand at present they look to be on the turn in favor of Great Britain. Our generals are getting their eyes opened to the folly of frontal attacks on Boer positions, which have been fortified by rifle pits and are defended by crack shots with the very best of artillery and rifles. The success of General French in Northern Cape Colony has proved the usefulness of the strategy of turning the flank of the Boer positions wherever it can be done. General White has demonstrated that in a stand up fight the Boers are not in it with the British, either in attacking defensive positions or holding them after they have been captured. Taking it altogether then, we think our people have no reason for dismay. We are gaining now and our innings will come ere long. In the meantime there will be much suffering and loss of life, but the outcome is inevitable, and when once the egg shell is cracked, the whole business will soon be over.

LITERARY NOTICES.

"The Scarlet Woman."—A romance. By Joseph Hocking. With full page illustrations by Sidney Cowell. Paper, 75 cents; cloth, $1.25. Published by the Copp, Clark Company, Limited.

The interpretation of the women mentioned in the seventeenth chapter of the Book of Revelation as representing the Church of Rome, while not having been universally accepted, has nevertheless been the common opinion amongst a great many Protestants. Mr. Hocking has made the mystery which naturally surrounds Roman Catholic institutions, and the idea of secret and ever watchful power which is always associated in the Protestant mind with the name Jesuit, the groundwork of an immensely powerful modern romance. It is the story of a young Englishman who undertakes to bring together two young people who although still devotedly attached to each other, are, on account of some mutual misunderstanding, preparing to take holy orders, the one as a priest, and the other as a nun. From the very outset his purpose is suspected and his designs opposed by a certain Father Ritzoom, a Jesuit priest of unusual shrewdness and great force of character. In the determined struggle which follows, every move increases the intensity of the interest. Lancaster's original motive, the desire for the reconciliation of his friends, is superseded by an ardent determination to secure the liberty of a young nun with whom he has fallen passionately in love, and the Jesuit's zeal for his Order makes him an indefatigable opponent, whom the author does not hesitate to represent as justifying the means by the end. The author throughout exhibits a clear appreciation both of the strength and the weakness of the Romanist system. Ritualism, strange to say, is scarcely mentioned, save in the following very significant dialogue between Ritzoom and an Abbess:

"Then we must trust to reason and the grace of God in converting England?"

"Yes, and to the Ritualists," replied Ritzoom,

"The Ritualists?"

"Yes, we owe nine-tenths of the conversions to Rome to the Ritualists. They are the John the Baptists of our cause. Without them we could do nothing.

"The Lost Heir."—A novel. By G. A. Henty. With full page illustrations by Ernest Prater. (Published by the Copp, Clark Co., Limited, Toronto. Price, paper, 75 cents; cloth, $1.25.)

In addition to the three historical tales which Mr. Henty manages to write every year for his boy readers, his prodigious capacity for work enables him occasionally to do something for grown people as well. "The Lost Heir" is his latest effort in this direction, and it describes some very clever amateur detective work in connection with the search for an abducted child. In this war of wits the author, with very good effect, introduces a decidedly novel weapon in the ability of two young ladies, one of whom was permanently and the other temporarily deaf, to understand even from quite a distance what any person was saying by merely watching the movement of the lips. Their possession of this unique power not being known to those acquainted with them it was often used with very startling effect, and forms the basis of a clever plot. Mr. Henty's didactic tendencies appear but little in this story, except in a slight diversion in which one of the leading characters spends some time among the native tribes of Africa, and there becomes acquainted with a strange kind of poison used by the native witch doctors, but unknown to the British Pharmacopœia, and which he afterwards makes use of to the bewilderment of the British medical profession.

"Little Novels of Italy."—By Maurice Hewitt. MacMillan & Co., Limited, London, England, and Copp, Clark Co., Limited, Toronto.

This is one of the breeziest and most entertaining books of short stories that has come into our hands for years. These stories are told in a simple but strong fashion which holds the attention of the reader and will help him to wile away at least a couple of long winter evenings. The Little Novels are five in number and are named

as follows: "Madonna of the Peach Tree," "Ippolita in the Hills," "The Duchess of Nona," "Messer Cino and the Live Coal," "The Judgment of Borso."

"THE CANADIAN ALMANAC FOR 1900."—This national publication, in which for 53 years The Copp, Clark Co., Limited, of Toronto, have supplied Canadians, and the outside world as well, with just about all that is worth knowing concerning this country, is this year presented in an imposing volume of four hundred pages of carefully compressed and closely printed information about Canadian Industries and Institutions and every matter of commercial and industrial interest.

The historical diary for the year is of particular interest, giving in an incredibly small space all the principal events of this very important year. A unique feature of the new Almanac is a list of Titled Canadians, with their ranks and orders. This is the first time that such a list has been compiled, and may be considered as the beginning of a Canadian De Brett. Certainly the Canadian Almanac is growing larger and more complete every year, until it is now difficult to see where it could be added to or improved. The price, however, still remains, as in past year, 25 cents.

"NEAR THE THRONE" is a new novel by W. J. Thorold, which Meyer Brothers & Co. have presented in an elaborate fashion, both as regards letterpress and illustrations. The scenes of the tale are laid in Cairo in 1799 during the Napoleonic conquest of Egypt, when the "Little Corporal" had dreams of founding an empire in the Orient. The hero is a young officer in the invader's army, and the heroine is a beautiful Egyptian whose father is a wealthy merchant in Cairo. Altogether the story is undoubtedly one of great fascination, with plenty of animation and rich local color. Perhaps the most interesting feature of the publication is the introduction of the Parisian method of using pictures taken from life as illustrations. James K. Hackett, Theodore Babcock, Frank Mordaunt, T. B. Bridgeland, Corona Riccardo, and Marie Mannering have posed for over forty pictures, beautiful reproductions of which appear in the pages of "Near the Throne." Mr. Thorold is a Toronto boy who has gained considerable repute in literary circles on account of his articles in some of the leading magazines, and in his latest venture he has scored a distinct success. We understand that the story is about to be dramatized, and that Canadians will be able to see it on the stage in the not distant future.

GOOD reading for the new year predominates in the January issue of *The Cosmopolitan*. Among the sixteen well known writers who have contributed to its pages are A. T. Quiller-Couch ("Q"), with a stirring bit of fiction entitled "The Lady of the Ship"; John Luther Long, who has furnished a story in a new field, which he entitles "Dizzy Dave"; Kirke La Shelle, who tells of the tricks of "The Theatrical Advance Agent," and Seumas MacManus, who brings forth another of his clever Irish stories under the title of "Pathrick's Proxy."

FORMER Consul-General Charles De Kay, than whom no American knows Berlin better, contributes to the January *Cosmopolitan* a most interesting and most important article on the impressions he gathered at Emperor William's Capital. It throws a clear light upon German politics, which to the ordinary American is a somewhat obscure subject. The article is profusely illustrated also.

NOT one of us but has wished to change places, and in the January *Cosmopolitan* the brilliant Edgar Saltus writes on "The Delights of Trying to be Somebody Else" in a manner that makes the folly almost universal wish excusable and even commendable. The article is heavily illustrated with pictures of people who for the time being have tried to be somebody else.

WHETTING OF INSTRUMENTS.—To whet cutting tools well, M. Borndias advises leaving them for three-quarters of an hour in hydrochloric acid diluted with nine times its volume of water.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

AT A BARGAIN.—Electric battery with all the necessary attachment for electro plating. D. Murchison, Lucknow.

FOR SALE.—A good hand dynamo for light work, in good condition and as good as new, cost $25, will sell for $8 as I am giving up plating. Address, H. L. Hoffman, jeweler, Hanover, Ont.

FOR SALE, good jewelry business in the town of Berlin, Ont. The oldest jewelry store in town, stock can be reduced to suit purchaser, a good chance for a live man, reason for selling, I am engaged in another business taking all my attention. Address, Arthur Pequegnat, Berlin, Ont.

JEWELRY and optical business for sale. Right man will make money; good sales; very large repair and optical trade; stock in first-class shape; business well established in good town of 1800. Fine store, best stand in town. Will stand closest inspection. Very best reasons for selling. Address J. W. Armstrong, Lucknow, Ont.

SITUATION WANTED by first-class watchmaker, can do jewelry work if required. Full set of tools, recommend from present employer. Address, Watchmaker, 204 Sparks St., Ottawa, Ont.

SITUATION WANTED as watchmaker's improver by young man of fourteen months steady bench work under a1 instructor. Have lathe and tools, good references. Address, W. H. P., 47 John Street South, Hamilton, Ont.

SITUATION WANTED by a watchmaker who has had ten years' experience at the bench, also experience as salesman; have good references and my own tools, with an American lathe. Address, H. A. B., 35 Midcaster St., Barrie, Ont.

SITUATION WANTED.—A watchmaker with about ten years' experience at repairing watches, clocks and jewelry. I have my own tools with an American lathe. Can furnish references. Address, Watchmaker, 133 Dovercourt Rd., Toronto.

SITUATION WANTED by a young man, first-class watchmaker, has complete outfit of tools, also graduate of Philadelphia Optical College, and has test cases and all necessary optical apparatus. Please address C. H. W., care Stanley Piano Co., 11 Richmond St. West, Toronto, Ont.

SITUATION WANTED by first-class watchmaker and graduate optician. Experienced salesman, have managed good town business for past six years, still engaged in same. None but those wanting a man capable of filling good, permanent position need reply. Of good address, strictly temperate, age 28. British Columbia preferred. Address, Watchmaker, care of Mr. Sheppard, 6 Adelaide St. East, Toronto, Ont.

WANTED—Pair of jewelers' rolling mills with plain ring roller. Thos. Lailey, Chatham, Ont.

WANTED.—First class jeweler, watchmaker and engraver. Address, G. S. Butterfield, Sault Ste. Marie, Ont.

WANTED.—A retinoscope. Give full description and lowest price at first writing. G. F. Goodwyn, Arnprior, Ont.

WANTED, at once, a good, honest and industrious young man, with about one year's experience, to learn the jewelry and watch repairing, also engraving, must be strictly temperate. Apply, M. E Knox, Norwood, Ont.

J. H. JACKSON & CO.



Jewelry Engraving
and Enameling in all branches

Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and Ornamental Work.

Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.



9½ Adelaide Street East, TORONTO.

FOR RENT.

A very fine store, containing fire proof vault, dark room for optical purposes, and handsome mahogany, mirror back show window, in the thriving town of Berlin. Excellent location. For further particulars apply to

HENRY KNELL, Jr., Berlin, Ont.

50 YEARS' EXPERIENCE

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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents.

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A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers

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Jewelers' Security Alliance of Canada.

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BEN. CHAPMAN, Toronto.

1900 FEE FOR NEW MEMBERS $2.00.

SEND IN YOUR APPLICATION AT ONCE.
ED. BEETON, Secretary,
47 Adelaide Street East, TORONTO.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glassware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.

Estimates furnished for Tower Clocks.

LIQUID AMBER.



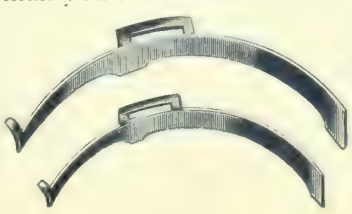
You can't get anything for 25c. that will pay as big an interest on the investment as a bottle of LIQUID AMBER.

Ask the jobbers for it, or send me a quarter and I will mail you a bottle.

THE CRESCENT

CASE SPRINGS.

The best steel springs on the market, as well as the cheapest and easiest to fit. Price 50c. per dozen. Ask the jobber for them or send along a dollar bill and I will mail you a dozen of each size.



BRUCE MURPHY,
ORILLIA, ONT.

Our Advertisement

Of "Special" Genuine Waltham Mainsprings has attracted the notice of the trade. But in case the November Trader should have been mislaid, we repeat the statement that we have now on hand a Special Genuine Waltham Mainspring, made expressly for us and to suit the most exacting requirements of the Canadian trade.

They are put up in metal boxes, 1 doz. springs in each, giving the watch-maker a convenient way of keeping his stock of springs.

We have the following numbers:

No.	2220 for	0 size.
"	2219 "	6 "
"	2218 "	16 "
"	2203 "	18 "
"	2205 "	18 "
"	2222 "	Vanguard Model.

75c. A DOZEN IN METAL BOXES.

MAILED, PREPAID, ON RECEIPT OF PRICE.

EDMUND EAVES,

WHOLESALE AND MANUFACTURING JEWELER,

"The One Day Repair Shop,"

MONTREAL.

OFFICE AND SALESROOMS:
185 St. James Street,
Temple Building.

FACTORY:
13 St. George Street.



A 9200

Sole Agent in Canada


J. A. Pitts.

for JAS. BOSS FILLED CASES.



F-175

The Jewelers of Canada are each year handling JAS. BOSS gold filled cases in increasing quantity. The distribution was much greater in 1899 than ever before. It will be at least three times as much this year. Boss Cases are as far ahead of all competing cases in beauty and worth that there's profit, prestige and pleasure in handling them. Their exclusiveness is more marked this year than ever before. The trade have discovered that proved wear and honest manufacture are the great levers in selling filled cases. I am sole agent in Canada for JAS. BOSS and all other brands of cases made by

The Keystone Watch Case Co.,

19th and Brown Streets, Philadelphia, Pa., U.S.A.

Now Ready,

Unusually large assortments of all lines of goods handled by jewelers:

ELGIN and WALTHAM MOVEMENTS,

DIAMONDS,
CLOCKS,
SILVERWARE,
JEWELRY,

NOVELTIES,
LEATHER GOODS,
EBONY GOODS.
MUSICAL INSTRUMENTS, ETC.

Everything the Jeweler needs in his business.

JAMES A. PITTS,

ROOMS 222, 224, 226, TEMPLE BUILDING. **MONTREAL.**

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

AND

Manufacturers' Agents.

Selling Agents for Ansonia Clock Company,
NEW YORK.
American Waltham Watch Company,
WALTHAM. MASS.
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TORONTO.
Roden Bros., Sterling Silver,
TORONTO.
Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.

31 Wellington E.



ELGIN . . . WATCHES.

THE
T. H. LEE & SON CO.
LIMITED,
WATCHES,
DIAMONDS AND JEWELRY,
ROYAL INSURANCE BUILDINGS,
1 Wellington St. East, TORONTO.


0 Size.


6 Size.


16 Size.


18 Size.

THE T. H. LEE & SON CO., LIMITED, AGENTS.


20TH CENTURY JEWELERS' HERALD
20TH CENTURY
See the 20th Century Jewelers' Herald for January, 1900.
P. W. ELLIS & CO. TORONTO.

Do you want the best?

If so, buy only the H. & A. S. Gold Filled Chains, which bear the absolute guarantee of

THE PIONEER . . .

JEWELERS OF CANADA,

who have been known for over half a century for honesty and integrity.

These are made in three qualities only—

H. & A. S. $\frac{1}{10}$
H. & A. S.
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and are sold direct to the retail trade saving all jobbers' profits.

H. & A. SAUNDERS,

Manufacturers of Artistic Gold Jewelry, Solid Gold and High Grade Seamless Gold Filled Chains.

Address all communications to office:
20 & 22
ADELAIDE STREET W.

TORONTO, ONT.

FOR 1900.

Although this year does not open the 20th century, it will inaugurate a great many changes and improvements in our business.

We propose, as heretofore, to head the procession of Canadian jewelry manufacturers, and to furnish the trade with goods that will not only sell at sight, but on which you can make good money.

Our New Lines

are now ready. Our styles are thoroughly up-to-date, our quality and finish are unequalled in Canada, while our prices are always right.

Remember that by buying from us you save the entire duty paid upon similar imported goods.

We invite your inspection, not only of our jewelry, but of our stock of Diamonds, Pearls and Precious Stones of all kinds. Our arrangements in Europe for the purchase of these goods places us at the head of the Precious Stone business in Canada, and we propose to give our customers the full benefit of our facilities.

CALL AND SEE US WHEN IN THE CITY.

SAUNDERS, LORIE & CO.,

Manufacturers of
FINE GOLD AND SILVER JEWELRY,

114 BAY STREET, - - - TORONTO.



TORONTO, ONT., MARCH, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



DIAMONDS IN ONTARIO.

THOSE of our readers who have either listened to or read that splendid lecture of the Rev. Russell Conway, entitled "Acres of Diamonds," will remember that the keystone of the whole discourse, was the moral of the original story about the discovery of the diamond mines of Golconda; that people are very apt to look abroad for opportunities of advancement whereas perhaps they may be overlooking much better opportunities right at their own doors.

This lecture with all its wealth of illustration and fact, was vividly recalled to our memory the other day by a paper read before the Canadian Institute last month by Mr. Archibald Blue, chief of the Bureau of Mines for the province of Ontario. The subject of Mr. Blue's paper was "Are there Diamonds in Ontario?" and it was a most interesting collection of facts and inferences in regard to this subject. He described in detail the characteristics of a country in which diamonds are to be found, illustrating this by a description of the mines of Kimberley, South Africa, as an example. He showed that some parts of Ontario exhibit very similar characteristics to that of Kimberley, and their geological formation is of such a nature that it is not improbable that diamonds might some day become a product of this province. Mr. Blue also told of the finding of diamonds in parts of the States of Wisconsin and Michigan.

Nothing is apparently impossible to Nature, and we should not be one particle astonished if some day this province should be found to have diamond mines equal to those of South Africa or anywhere else. If we remember rightly, geologists told us that it was impossible that the African diamond mines could be any good. They asserted that diamonds had never been found in the hard blue clay such as obtains in the Kimberley mines, and the whole thing was either a mistake or a swindle. The reply of the African miners was, "Well, that may be all right in theory, but how are you going to get over the fact that we are actually getting diamonds in quantities hitherto undreamed of out of a geological formation that you say contains none?"

This was not a theory, but a condition, and, as usual, the scientists had to take backwater when they ran up against facts that could not be disputed It is just possible that Canada may have diamond mines. Scientists used to tell us that we had no gold mines, yet we have demonstrated to the world that we have plenty of them, and the fact that we are now the fourth country in the world in the production of the precious metals is proof enough that they are not always right. In the meantime, until our domestic diamond mines turn up, we shall endeavor to worry along in the same old way and use the imported article.

THE WANT OF A BANKRUPT ACT.

THE member for East York, Mr. W. F. McLean, last month introduced a bill into the Dominion Parliament for the relief of insolvents, and the equitable settlement of their estates. As our readers are aware, such a measure has been demanded by the mercantile community of this country, as voiced through their various boards of trade, for a number of years past, but notwithstanding all this there seems to be some unaccountable reason why the Government are averse to giving it their sanction and endorsation.

As a matter of fact, it is generally admitted that if a man becomes *honestly* insolvent and *honestly* abandons his estate to his creditors, there is no valid reason why he should not get a clearance from his creditors and be allowed to start afresh again with a clean sheet.

On the other hand looked at from the standpoint of his creditors, all that they want or can reasonably expect, is that the entire estate of the insolvent shall be fairly and economically divided amongst them *pro-rata*.

It surely should not be very difficult to reconcile the differences between the insolvent and his creditors; and as a matter of fact, it is not. It has been arranged time and again to their mutual satisfaction, but the drawback to the passage of such an act seems to come from two widely different sources. First, from the banking community, who practically want to be legislated into a large pull over the ordinary creditors, and second, the farmers, who oppose it because they think that men of their occupation should have exactly the same rights in

regard to the benefit of an insolvent Act as the merchant engaged in business.

In spite of this opposition, however, we think it should not be difficult to frame a simple and inexpensive Act which would be quite sufficient to provide for the fair, economical and rateable distribution of an insolvent's assets, and which should prove acceptable to the banking as well as the mercantile community.

After all is said and done, bankers are only merchants who buy and sell money instead of merchandise, and it should therefore not be difficult to place their claims in such a position as would be fair alike to themselves and the balance of the creditors.

As we have stated previously in these columns, the want of a Dominion Bankruptcy Act is not only hurtful to Canadians at home, but it materially injures our credit abroad, especially in Great Britain, the country with which we are most anxious to cultivate closer trade relations.

As things stand at present, every Canadian province has a different law regarding the distribution of an insolvent's assets, and in several cases, these laws are distinctly unfair and unjust to those creditors who happen to live outside of the province where the bankrupt does business. It would take a smart lawyer all his time to keep pace with the changes regarding insolvents which are passed from time to time by the different local legislatures, none of whom as a matter of fact, really have the right to deal with the question.

What is wanted is a general Act which will apply to every province alike; one that can be readily comprehended by business men as well as lawyers; and one which being simple, economical and just alike to debtor and creditor, may be taken advantage of by a host of honest but unfortunate merchants, to get their affairs straightened up and commence the battle of life afresh.

Such an Act would raise our credit in Great Britain, and materially help to establish the confidence in our integrity which is absolutely necessary if we are to deal more extensively with each other than formerly.

An Insolvent Act such as we have outlined would be a good thing all around. The country needs it, our merchants demand it, and we see no good reason why they should not have it. We trust Mr. McLean will push his bill to an issue.

THE TWENTIETH CENTURY DISPUTE.

AS our readers know, gallons of ink have been used and numberless reams of paper wasted in the attempt to show that the twentieth century commenced on the first day of January, 1900.

If ninety-nine cents make one dollar, then this view is correct; but if it takes one hundred cents to make a dollar, then it will take the same number of years to make a century, and we will have to wait until the first of January, 1901, before we really enter upon the new era about which there has been so much discussion and dispute.

However, it is not our present intention to argue this question, as we have already done so at some length in a former issue, but to show our readers that Solomon's saying that "there is nothing new under the sun" appears to be perfectly true in this case, if we may judge by the records of old-time disputes upon this subject which have recently been unearthed by curious litterateurs. We do not know for certain, but it is extremely probable that the same dispute has been going on for hundreds of years with just as much vigor and good natured chaff as has characterized the present discussion. Be this as it may, however, we know for sure that it was so one hundred years ago, as the following lines from the pen of Theodore Dwight, who wrote them on New Year's day, 1801, will testify:

"Precisely at 12 o'clock last night
The eighteenth century took its flight.
Full many a calculating head
Has racked its brains; its ink has shed
To prove by metaphysics fine
A hundred means but ninety-nine.
While at their wisdom others wondered,
But took one more to make a hundred.
Strange at the eighteenth century's close,
While light in beams effulgent glows,
When bright illumination's ray
Has chased the darkness far away,
Heads filled with mathematics' lore
Dispute if two and two make four.
Go on, ye scientific sages,
Collect your light a few more ages,
Perhaps as swells the vast amount
A century hence you'll learn to count."

WHAT ROBT. A. PINKERTON, THE GREAT DETECTIVE, SAID TO THE JEWELERS' SECURITY ALLIANCE.

THE Jewelers' Security Alliance of the United States has for the past sixteen years retained the services of the Pinkerton Detective Agency, to look after the interests of its members in case of safe burglary: and in a letter to the Executive Committee, dated January 23rd, 1900, Mr. Robt. A. Pinkerton makes a number of statements and comments which are of great interest to the members of the Jewelers' Security Alliance in Ontario, and *especially to the jewelers of Ontario who are not members.*

Amongst other things he said: "We have the pleasure of congratulating you for the third consecutive time on the fact that *not one of your members has had a safe robbed during the year.* This does not indicate that safe-burglars have retired from business, and that your protection is no longer necessary, for there never has been a time when safe and bank-vault burglars were more active than during the past three years, and especially in 1899, *when more than 300 jewelry stores were burglarized and thirty-five jewelers' safes were attacked by burglars.*

"It is gratifying to notice that not only have your members escaped the attentions of safe-burglars, but they have been almost as free from the loss of goods outside of the safe, which you do not undertake to protect, *and this shows the great value of your signs as a general safeguard to the whole store.*

Within the past three years a new and dangerous class of burglars, known among themselves as 'yeggs' or 'yeggmen,' have been operating very successfully, and many of them have become such adepts in the use of nitro-glycerine that no country bank or ordinary jewelry safe can withstand their attacks, if they have an hour's time to do the work.

As the vault and safe robberies by these tramp burglars have been very numerous, and have covered the entire country, it is self-evident that *your members have been well protected by the display of your signs of membership*, which must have had an effect upon these 'hobo' burglars as well as upon the regular professionals.

"We desire to call your attention to the fact that the burglars who robbed the safe of the bank of Mulwonago, Wis., *respected your certificate*, which hung over the safe of Mr. Perry P. Camp, jeweler, *in the same room*, and left it unmolested, although it contained much more value than they obtained from the bank safe. Mr. Camp says this has happened several times now, and he feels safe as long as the certificate remains where it can be seen by the burglars.

"While it is a great satisfaction to us both, that your members escaped from loss, we regret very much to see that *other jewelers were plundered during the year for upwards of $100,000* in value, the greater part of which, we believe might have been saved had they become members of the Jewelers' Security Alliance.

Each additional year of experience gives us greater confidence in the value of your protection, and we feel *that no jeweler who has anything to lose should fail to join the Alliance at the earliest moment possible.*"

The experience and views of this world renowned detective are well worth heeding, and what is true of the United States in this respect is also true of Ontario, excepting that for fifteen years no jeweler in Ontario who displays the Jewelers' Security Alliance certificate of membership has been robbed although many other jewelers have, to large amounts of value.

We should think that no jeweler, large or small, in the Province of Ontario would be satisfied to get along without this certificate conspicuously displayed in his place of business, yet we understand that there are a number of even large jewelers who have not as yet provided themselves with this valuable protection.

Of course it is quite possible that they may never be robbed, Alliance or no Alliance, but it is surely worth while investing $2.00 a year for protection to stock and premises, such as the J. S. A. affords, and which may be the means at any time of preventing the loss of hundreds and thousands of dollars.

ONE of the most interesting features of the Paris Exposition will be the restoration of Pompeii. Not the familiar ruins, but the living city will be represented, and arrangements are being made to have the finest spectacular performance in the world, and the work is making remarkable progress.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

OUR MONTREAL LETTER.

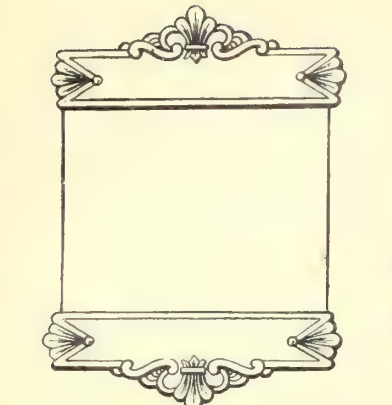
(From Our Special Correspondent.)

Everywhere men think and speak of the war to the exclusion of nearly everything else. The novel is no longer read to any great extent, because the war news is so much more interesting and so much more thrilling. Especially has this been the case since Lord Roberts began his forward march, and the way he outwitted the wily Cronje brought joy and pride to the heart of every loyal subject of Her Majesty. It was recognized that the tide had turned and that things were at last beginning to come our way. Undoubtedly too much has been made of the early defensive successes of the Boers, who, for a time, had every advantage of position, arms and men, but who, even then, were unable to take Ladysmith, Kimberly, or even plucky little Mafeking. The shell, however, of the Boer force seems now to have been broken, and it would not be wonderful to see it collapse much sooner than the most sanguine expected a few weeks ago. The placing of a force of nearly two hundred thousand men in the field six or seven thousand miles from home has been a wonderful feat, impossible for any other nation, and what the British army and people will learn from the present operations will be well worth even the heavy cost of blood and money. One of the greatest achievements of this struggle has been the strengthening of the ties that bind the colonies to the mother country, and this in itself was worth almost any price. It has brought the federation of the Anglo-Saxon-Celtic races appreciably nearer.

Mr. Edward Eaves has joined the firm of Edmund Eaves, the old established firm of jewelry jobbers, Temple Building, Montreal. Mr. Edward was formerly in the electrical business and is a graduate of McGill University.

Mr. J. B. Williamson, as a result of his business troubles, has been taken to the Protestant Hospital for the Insane at Verdun. Much sympathy is expressed for Mrs. Williamson.

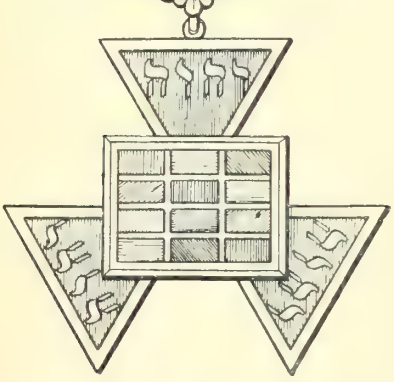
Among the out-of-town retail jewelers recently in Montreal were: Messrs. J. E. Hough, Avonmore, and F. T. Munro, Ont.; J. H. Wright, Sorel; A. Robertson, Maxville; J. H. Racicot, St Johns; F. Hitchens, Beauharnois; J. A. Lachapelle, Joliette; J. Brochu, Valleyfield; Jas. McGowan, St. Martin; B. W. Allan, Huntingdon; P. T. Soucier, Vank-

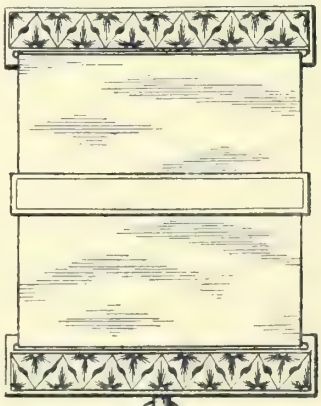


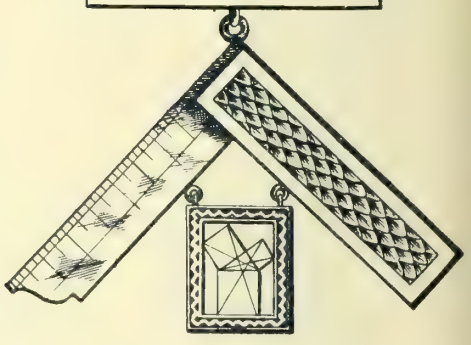




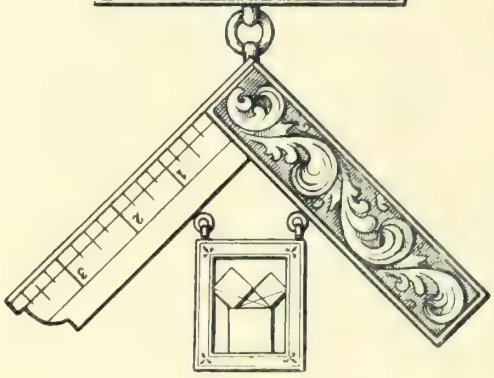










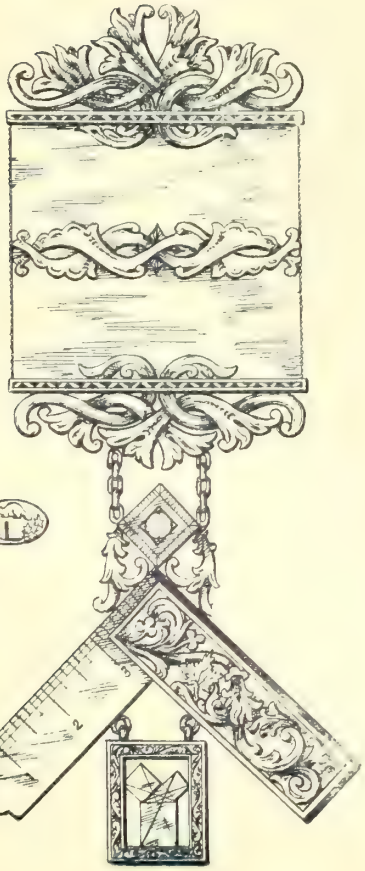




Geo. H. Lees & Co.,

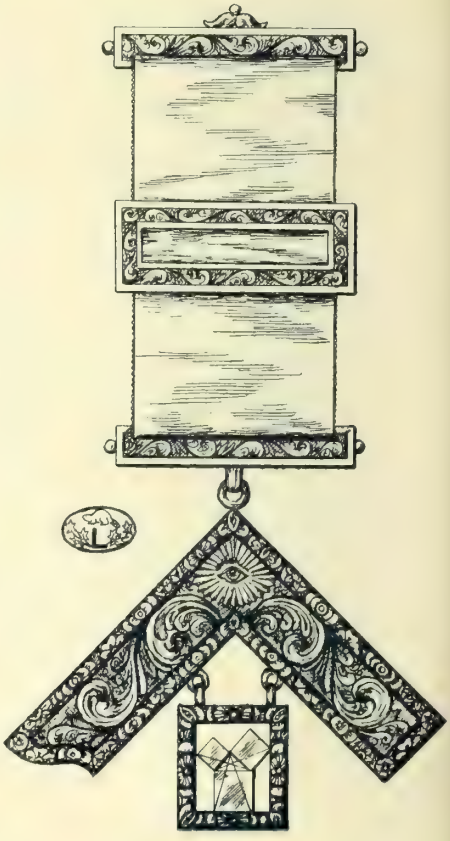
Jewelry Manufacturers,

HAMILTON.











More or less OLD GOLD comes into every jeweler's hands. In no way can it be better disposed of than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



If our offer should not be satisfactory the gold will be returned in the same condition as received, so that there is no risk of not getting full value.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

GEO. H. LEES & CO.,

Gold Refiners. Hamilton, Ontario.

NEW GOODS for 1900.

We desire to inform the jewelry trade of Canada that we are now fairly settled down in our new premises, 50 Bay Street, Toronto, where we are showing the largest and most complete line of

STERLING SILVER GOODS

ever seen in Canada. These consist of Staple and Fancy Articles in Flat and Hollow ware, specially adapted for the Jewelry Trade. Our styles are the newest and most elegant ever offered to the Canadian jewelry trade, and our prices are right as usual.

WM. ROGERS' FLAT WARE,



as every jeweler knows by experience who has handled it, is the best on the Canadian market. The prices are exactly the same as ordinary goods of other makers, while the styles and finish are unexcelled. They are profitable goods to handle and are sure to make customers for you.

SIMPSON, HALL, MILLER & CO.,

A. J. WHIMBEY, Manager,

Manufacturers of Fine Electro Plate and Sterling Silver Flat and Hollow Ware.

50 BAY ST., TORONTO.

leek Hill; A. Cote, St. Thomas, Montmagny, and W. C. Houle, Warwick, P.Q.

It is announced that the business of the late Thos. Allan, St. Catherine Street, Montreal, will continue to be carried on by the family.

The usual dullness has succeeded the briskness of the holiday season, but now that travellers are beginning to go out on the road again with their spring samples, trade is expected soon to become more active.

There is plenty of evidence that the jewelry industries have shared in the general prosperity. The increase in trade has been most marked, as the following import figures will show. There were entered at the port of Montreal for consumption during 1899 jewelry and watches and manufactures of gold and silver to the value of $357,116, against $326,443 for 1898, and $297,849 for 1897.

Mr. Thos. Allan, formerly of Montreal and now of Vancouver, who came to his home to attend his father's funeral, has returned to the Pacific Coast.

Mr. Emil Jacot, the well-known jeweler of St. Joseph St., Quebec East, died very suddenly of heart failure on the afternoon of Jan. 27th. He had been ailing slightly for a week, but his death was altogether unexpected.

A quantity of valuable plated goods was stolen from the show window of Mr. Ledger St. Jean's jewelry establishment, No. 116 Ontario Street, Montreal, in the early hours of a recent Sunday morning. A doctor and another gentleman passing the store at half-past three o'clock noticed that the large plate-glass window had been smashed, and the few articles left had been disarranged in a manner to indicate that a quantity of valuables had been taken. They called up the proprietor and later the police were engaged on the case. Antoine Lemarche, one of the men arrested on suspicion of having committed the crime, has been recognized as a man the police have wanted for a year, on a charge of highway robbery committed on Craig Street. Mr. St. Jean carried insurance on his stock with the Dominion Burglary Guarantee Company, which will cover his loss.

The charge against Abraham Brodsky of stealing diamonds from Mr. Alfred Eaves has been dismissed, the evidence showing that defendant had received the goods on approbation to be charged to his account, as had been the case before.

Much regret has been felt in jewelry and civic circles because of the death of ex-Alderman Dufresne, for many years a well-known jeweler on Notre Dame Street. He retired from business to accept the position of clerk of the works on the repairs to the court house. In 1885, Mr. J. B. R. Dufresne was elected by St. James Ward to the City Council. He remained in the Council until 1891. While a member of that body he was an active member of the Roads, Parks and Ferries and Market Committees. On the completion of the works to the court house he took up his residence in Longueuil and served a year and a half as town councillor in that place. Mr. Dufresne was thrice married, and his third wife, a Miss Hurteau, was also thrice married, being at the time of her marriage to Mr. Dufresne the widow of the late Capt. Bourdon, of the R. & O. Company. The funeral took place from the deceased's late residence at Longueuil to the parish church, thence to Cote des Neiges cemetery. The attendance was very large.

Mr. R. Hemsley, the well-known Montreal jeweler, had on exhibition in his store at 255 St. James Street, a fine shield in enamel, about to be presented to Lavel University by some friends of that institution. The shield displays the heraldic coat of arms of the university, and is intended to be placed above the tribune in the hall of the law faculty. It is twelve inches high and at its widest part twelve inches wide, divided into four quarterings, of which the fields are red and blue enamel, alternately. Each quartering bears in raised metal one of the emblems of the various faculties of the university. Theology is represented by a cross, science by the serpents, sacred to the medical profession; law by the scales of justice, and arts by an open book. From the top of the shield, in all directions, spring up rays of gold. On either side of the shield is placed a branch of academic palms, each leaf having been made and enamelled separately, and fixed in its place on the branches. The shield will be mounted on oak and placed ten feet above the tribune. It is a notable art production and reflects great credit upon Montreal workmanship.

There was some spirited bidding at the sale of Mr. J. B. Williamson's bankrupt stock of jewelry at M. Hicks & Company's auction rooms, Notre Dame Street. The stock and fixtures at the Notre Dame and the St. Catherine Street stores were put up in one lot and in a little while was bid up to 37½ cents on the dollar at which price it was knocked down to Mr. J. Barrie, of Halifax. The stock and fixtures inventoried $31,740, and the price was considered a very fair one. Mr. A. W. Stevenson is the curator of the estate. Mr. Barrie, who bought this stock outright, was formerly a retail jeweler in Seattle, afterwards removing to Winnipeg, where he carried on business with his brother under the name of Barrie Bros. More recently he bought the stock of Levy & Michzels, Halifax, and it is said that he now proposes to bring this stock to Montreal and open up a large business on St. Catherine Street.

Mr. Alfred Eaves is extensively enlarging his Notre Dame premises. He is having a gallery built for office purposes, so that the whole of the floor space may be devoted to the display of his immense stock.

Mr. R. J. E. Scott, chief time superintendent of the C.P.R. system, has returned to his Montreal headquarters from a trip over the line as far as Port Arthur aud Schrieber.

Mr. Jas. A. Pitts, jobber, Temple Building, Montreal, has engaged Mr. Rice to represent him in the Lower Provinces.

Mr. M. S. Brown (of M. S. Brown), Halifax, was in Montreal during February for the purpose of attending a meeting of the M. S. Brown Co., and the Montreal Watch Case Co., of both of which he is a director.

Mr. A. R. Harmon, manager in Canada for the American Waltham Watch Co., returned to Montreal about the middle of last month after a trip to Toronto. While in Toronto Mr. Harmon was offered plenty of business, but he was unable to book it as he could set no reasonable, or, indeed, any stated time for delivery. Mr. Harmon says he never saw anything

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

like the present rush of orders in the whole of his experience of watch manufacturing.

Mr. M. Schwob, formerly of Montreal and now of New York, paid a visit to the city recently by way of Toronto. Mr. Schwob, who attended a meeting of the directors of the Montreal Watch Case Co., expressed himself as well content with present business in New York.

The old-fashioned cameos seem to be coming very much into fashion again in Montreal, and the lucky possessors of these relics are much envied by their less fortunate neighbors. The large shell cameos are especially the vogue for belt buckles, rare ones bringing as much as $75 each.

Mr. G. Franklin, with the Carter, Hastings & Howe Co., New York, paid a few days' visit to Montreal towards the end of last month for the purpose of seeing his daughter.

Mr. Thos. Wright, manager for Messrs. P. W. Ellis & Co., in Montreal, recently returned from the Toronto headquarters, whither he went for the purpose of replenishing stock. Incidentally, however, he took in the annual drive and supper of the jewelers' clerks, and ably replied to the toast of the ladies.

Mr. Alex. Sterling, formerly with Mr. J. B. Williamson, has opened a jewelry store on St. Francois Xavier Street. His many friends will wish him good luck.

Mr. John Eaves, of Edmund Eaves, the well-known jobber of the Temple Building, Montreal, has been suffering with a sore face, which now, happily, is better. It has been a painful matter to Mr. Eaves, but some of his curling friends have made a joke about it, and insist that he must have struck himself with one of the "stanes" while trying to make a "high shot." Thus do the ungodly make merry even concerning our afflictions!

Mr. James Beatty, for many years with the Montreal *Witness* newspaper, and father of Mr. D. Beatty, jeweler, St. Peter St., has been very ill, and hardly expected to recover, but he now, happily, has taken a turn for the better.

Mr. G. W. Reid, representing Mr. Jas. A. Pitts in Toronto, has been in Montreal preparing his samples for his coming spring trips. Mr. Pitts has also been at home on a like errand.

Mr. T. W. Coleman, representative of the Levy Bros. Co., Hamilton, was a recent visitor to Montreal.

Mr. W. Walker, representing the Toronto Silver Plate Co., had a fine display of the company's wares at the Windsor Hotel during part of February, and was seen chasing the elusive order with his usual persistency and diplomacy.

The assets of Mr. W. Barbeau, jeweler, Quebec, were sold on Feb. 13.

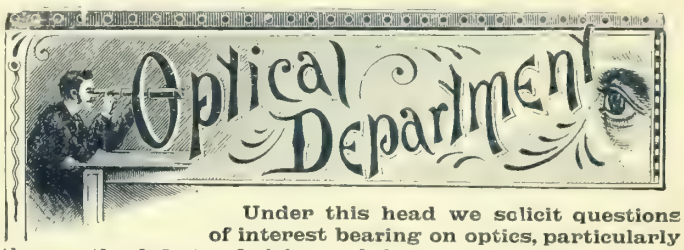
The sale of the stock of Messrs. P. E. Poulin & Co., jewelers, Quebec, has been withdrawn.

Mr. Henri Scott has registered as proprietor of the firm of Messrs. A. Scott & Co., jewelers, Montreal.

A couple of weeks ago, about noon, two men went into Mr. Faber's second-hand shop, Montreal, and asked the proprietor's wife, who was serving, to show them some rings. They looked over those shown them, but finally left without making a purchase. As soon as they were gone, Mrs. Faber says she missed a box of rings, and, running to the street, she seized one of the men, and held him while a policeman was telephoned for. Constable Cox arrived and took the man to No. 8 station, where he gave his name as James Rielly. No rings were found upon him. His companion had "flown."

Some of the most audacious burglaries that have ever taken place in Montreal were perpetrated during last month, the desperadoes going so far as to "hold up" several storekeepers and their staffs while business was in progress and while citizens were passing by. It is to be trusted that the villains who robbed the bank at Sherbrooke, and who are now under lock and key, are a part of this gang, and that their punishment will be long and heavy. It is intolerable that citizens should be exposed to such dangers and loss.

HOCHELAGA.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

W. T., Que.: "Can there be muscular weakness of one eye and not of the other? Could the rectus muscles of one eye be weak without affecting the other? Should both eyes be tested separately for muscular weakness?"

It is possible to have a muscular weakness of one eye and not of the other, but such a condition usually occurs where there is a paralysis of one muscle such as the external rectus. In ordinary cases of muscle trouble the rule is that when a muscle of one eye is weak its opposite in the other eye is also weak Both eyes should be tested together for muscular weakness. The examination is made to ascertain whether the eyes are equally balanced or are set straight in the head. It would be rather difficult to decide positively whether one eye was set perfectly straight by examining it alone, although such cases may be met with.

D. B., Ont.: "When examining a patient of 45 or 50 for Presbyopia and for distant vision and correcting the same, would it be of any use to test for Astigmatism, and if it were present, could it be corrected satisfactorily at that age?"

As a rule astigmatism should be corrected regardless of the age of the patient, but in cases of this kind, it has been our practice when fitting a patient particularly for reading, when they required a cylindrical lens, to try each eye separately for reading with the full correction and then remove the cylinder. If reading vision is as good without the cylinder as with it and if the patient did not complain of weak eyes until presbyopia set in, we have no doubt that the glasses would be satisfactory without the cylinder. An optician must use his best judgment in cases of this kind. Should there be a small amount of astigmatism and the patient can see as well without the cylinders, we think no harm would be done to leave them off.



NOTICE OF REMOVAL.

We will vacate our present quarters on the FIRST OF MARCH, and occupy our new premises at

24 ADELAIDE STREET WEST.

The building we have secured for our future home consists of four floors of nearly 10,000 square feet of floor space, which has been rebuilt to suit our requirements and the whole of it retained by us for the manufacture and merchandising of Spectacleware and Optical Sundries.

This step has been rendered necessary by our largely increased connection, whose loyal support we have long felt was entitled to greater consideration than was possible under present conditions.

Our increased facilities in the matter of improved machinery will enable us to live up to our traditions of accuracy and promptness and our new warehouse will permit us to offer greater conveniences to callers.

THE COHEN BROTHERS, LIMITED,

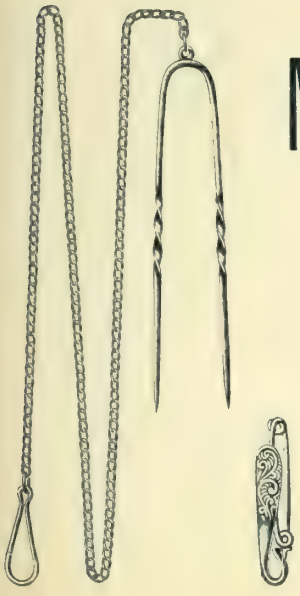
24 ADELAIDE STREET WEST, TORONTO.

WE SELL THE EYE GLASS CHAINS AND HOOKS OF THE FAMOUS MAKE OF

BALLOU & CO.

THE QUALITY OF THE BALLOU CHAIN IS UNQUESTIONABLE.
THE FINISH OF THE BALLOU CHAIN IS UNEQUALLED.
THE STYLES OF THE BALLOU CHAINS ARE UNIQUE.

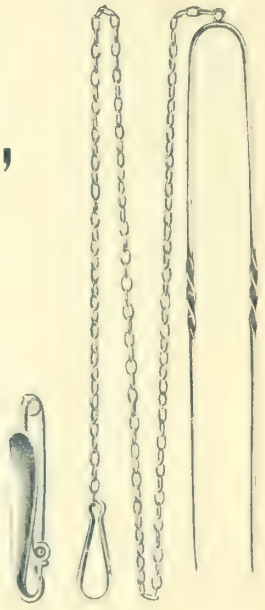




MONTREAL OPTICAL COMPANY,

MANUFACTURING OPTICIANS,

MONTREAL, - - QUE.



Geneva Lens Measure.



Gauges Spherical Power, Cylindrical Power and Axis.

REDUCED TO

$7.50.

The COHEN BROTHERS, LIMITED.

Refraction and How to Refract,

By JAMES THORINGTON, M.D.,

Offers a thorough up-to-date course in optics by one of its greatest expounders, the inventor of the Thorington System of Retinoscopy.

300 pages of solid sense.

200 telling illustrations.

The biggest book value ever offered to an optician.

Price, $1.50.

For sale by

The COHEN BROTHERS, Limited, TORONTO.

Opthalmic Record Book.

Designed by MR. L. G. AMSDEN.

500 BLANKS,

Recording all essentials and no more.

Bound in Half Leather.

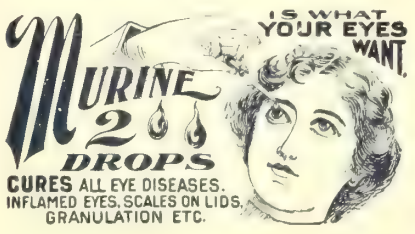
Indexed.

A most perfect Record Book.

Price, $1.50.

For sale by

The COHEN BROTHERS, Limited, TORONTO.



MURINE has an eye curing record. Cures inflamed eyes, rests tired eyes. One trial convinces.

THE COHEN BROTHERS, LIMITED.

Filling Complicated Prescriptions Our Specialty.

Our **SURFACE GRINDING DEPARTMENT** has been completely reorganized and is in the immediate charge of our **MR. ANSELL LEO.**

We are not satisfied with "nearly right." To us a quarter dioptic deviation on a Compound Cataract Lens is a serious consideration.

WE DEMAND EXACTNESS.

We make a specialty of Compound Cataract Lenses, Compound Tinted Lenses, Prismatic Combinations of all kinds, and Compound Bi-focals.

WE GUARANTEE SATISFACTION.

Montreal Optical Co'y,

MONTREAL, P. Q.

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NEXT CLASS commences 2 p.m., March 12th. Secure your seats in advance. Tuition fee $25 on entering.

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THE

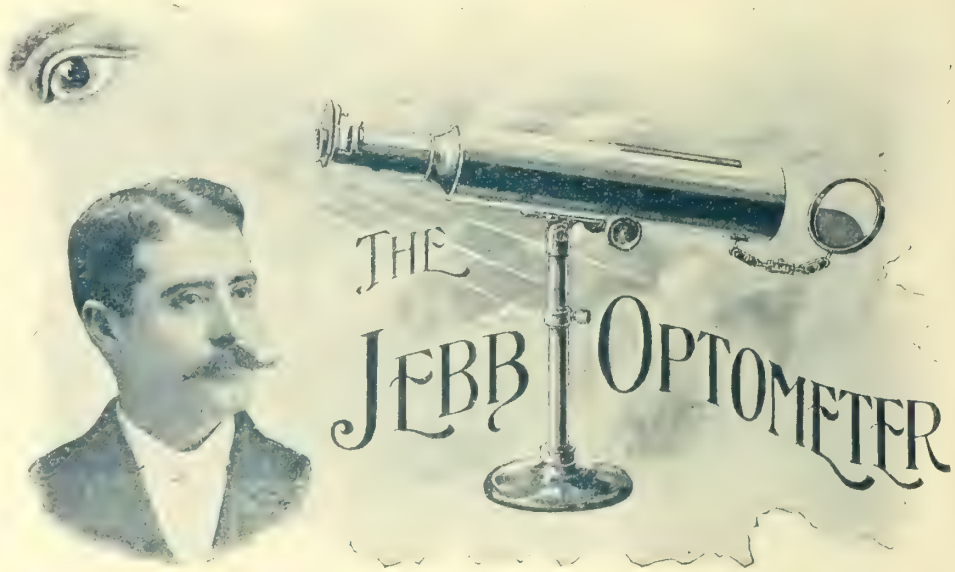
Jebb Optometer

is an instrument capable of diagnosing defects and **accurately measuring** the refractive errors in the eye promptly, and without the use of a Mydriatic.

Simplicity and **accuracy** are the two leading features.

Correct results arrived at by a simpler and quicker method.

Simplicity and accuracy in testing children's eyesight.



All other instruments aim at the correction of imperfect vision, but the **Jebb Optometer** reveals the true condition and makes it easy and quick to select the correct lens.

The only Optometer made confining the whole within itself, as the instrument renders rays of light parallel within the length of the tube, thus making the twenty feet usually used for test cards superfluous.

NO ONE CAN AFFORD TO BE WITHOUT IT if he desires to keep pace with refractive science.

For Sale by All Leading Jobbers, or address the Inventor,

THOS. B. JEBB, = = = = = **ORILLIA, ONT.**

E. T. W., Ont.: "Which side of the Maddox rod test should be towards the eye?"

Either side of the test may be placed towards the eye, providing it does not interfere with the eye lashes. Should the glass rod be large the tester may be placed on the outside of the trial frame and the trial prism placed over the opposite eye. The small glass rod in the tester is more desirable than a large one, because then the tester may be placed on the inside of the trial frame without interferring with the eye lashes.

T. T. S., Ont.: "Is the method of testing the ocular muscles with a single prism reliable?"

We do not consider the single prisms test worth the time it takes to make it. Of all the various methods of testing the muscles this one is probably the most unreliable and unsatisfactory. By placing a 10 degree prism before the right eye, base down, a vertical defect of 10 degrees is produced. When such a condition is created it is hardly to be expected that we will find a normal condition manifested in the horizontal muscles. It has been established beyond a doubt that a vertical inco-ordination whether produced by a prism or an actual muscular insufficiency, will produce more or less horizontal inco-ordination, therefore it is not to be expected that satisfactory resuls could be arrived at when using this method of diagnosing muscular irregularities. In our practice we have discarded the single prism test and would advise everyone else to do the same.

B. M., Que.: "Does the cornea act like a convex lens or does it act like a glass over an opening? Has it any magnifying power?"

The cornea is similar in shape to a periscopic convex lens. It is thick in the centre and thinner towards the outer edge, and if removed from the eye it will refract light in a similar manner to a periscopic convex lens. In the normal eye the cornea therefore, has a refractive power of about thirty dioptres or in other words three-fourths of the refracting power of the eye. The cornea therefore, has a magnifying power and it is this which makes the pupil appear larger than it really is. It also magnifies the small lines that may be noticed in the iris.

PATHOLOGIC CONDITIONS A DIOPTRICIAN SHOULD RECOGNIZE.

Styes are the result of suppurative inflammations of the connective tissue of the glands in the margins of the eyelids, pus gathers around the follicles of the eyelashes. A stye is an indication of derangement of the gastric and generative organs, of ametropic states of the eyes and from exposure during inclement seasons. The removal of the eyelash around which the matter gathers or an incision made directly into the stye may be all that is required. Application of poultices and remedies indicative to hastening the suppurative processes may also be in order.

Chalazion or meibomian cysts are small movable tumors within the eyelids, characterized by a non-inflammable state. It is easily removed with its sac by making an incision into the lower surface of the lid after washing the part by means of pure soap (Pear's) followed by a saturated solution of borax and hot water. Snellen's lid clamp will hold the lid firmly and the incision should be made by means of a medium sized scalpel.

Cancerous diseases of the eye receive the same treatment as cancers in general, they should always be referred to the family physician.

Pannus or chronic Trachoma is usually treated by instilling a solution of Jequirity into the eyelids and an acute catarrhal inflammation is produced and treated as all acute inflammatory diseases are treated of an acute character.

Iritis is treated by means of atropine sulphite, grs. iv (4) Aqua Distil. fluid ounce (1) Mix. Sig. Three drops in the eyes every two hours until the pupil becomes perfectly round. For internal treatment remedies are identical according to the diseases. Iodide of potassium, 10 grains three times daily, is usually given.

Cyclitis characterized by a zone of inflammation of a purplish hue, located upon the sclero just inside the sclero-corneal margin, which occur chiefly among young adults, caused by gout, syphilis, rheumatism and trauma. There is a marked diminution of vision, but little pain or photophobia and the ophthalmoscope may reveal a number of small dots located upon the posterior layer of the cornea, buff colored patches may also locate themselves at the dependent part between the cornea and iris. Treatment consists of rest. Atropine four grains to the ounce of water, one drop three or four times daily unless there is tension of the eyeball. If tension is persistent, iridectomy is indicated. Iodide of potassium is also employed for internal use. A preparation of iron will be required if a patient is anaemic.

Sympathetic Ophthalmitis may result from a bad cyclitis in which instance the diseased eye may be enucleated. During the active stages however it is not advisable to operate, the prognosis is always gloomy. The operation calling for iridectomy is as follows: The patient lies in a recumbent position, the operator stands behind the patient's head. Cocaine, ten grains to the ounce of pure water instilled into the eye, one drop every two minutes until five drops are taken. Ether or chloroform may be used for an anaesthetic. The instruments employed should be boiled in water and then brought to you in a tray containing a strong solution of borax and water, as much borax as the water will soax up. The instruments consist of a pair of fixation forceps held by an assistant, a triangular keratome, stop speculum, bent iris forceps, a spatula, a curette and iris scissors

The fixation forceps will hold the eyeball from rolling and will take a strong hold upon the conjunctiva near the cornea. The triangular keratome enters the sclero-corneal margin until the triangle is formed and then withdraw. Care is taken so that the iris and lens are not injured. The iris forceps enters the wound and a portion of the iris withdrawn and a loop cut out by means of the scissors. The spatula will smooth out and relieve the iris from becoming entangled into the wound. The speculum is removed, both eyes are bandaged, after washing the eyes and then covered by means of oiled silk, overlaid by pads of cotton wool, and a four tailed bandage or a roller bandage covers the eyes. The dressing may be changed daily for six days, care should be taken even then as the wound heals very slowly.

R. H. Knowles, M.D., New York City, in the Optical Journal.

Every Jeweler

Should keep his valuables over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

J. & J. Taylor,

Toronto Safe Works,

Toronto.

IT IS SAID AMONG OPTICIANS

That men exercise the best judgment in the selection of a cigar, but in the choosing of a wife or a pair of spectacles they often go it blind.

That, even the blind can often see how glasses might have saved their sight.

That, if the eyes require arrest, shut them up.

That, a blow can close the eye but not the mouth.

That, their business is out of sight.

That, "Looking back, I see as I never saw before" is a paradoxical way of expressing satisfaction with your optician.

That,—men who are blind to beauty need glasses.

That, some people see double for want of glasses, but more see double because of too many.—But then the glasses are different.

That ear-rings are good for the Eye-talian (Italian.)

That a glass eye and an eye glass are not the same.

That optics is a light study.

That it is a bad case of Diplopia in which a person will accept a one dollar bill for two.

That seeing a joke does not depend on the sense of sight, but on the sense of humor.

That specs on the eye—teeth do not improve vision.

That glass eyes are not usually sold in pairs.

That, in cases of headache, putting the head through the window will remove the pane, but properly adjusted glasses effect a permanent cure.

That men who trust to luck in fitting spectacles should expect fits.

That an eye in the head is worth two on the surgeon's table.

That it is a blind teacher who has not at least one pupil. —*The Canadian Optician.*

TO REMOVE GOLD FROM GLASS.

For removing the gold from articles of glass or porcelain, it suffices to put them for some time in aqua regia, that is to say, until the gold has completely disappeared. If one has to treat broken objects, they have to be reduced into very small pieces in order to put them into an earthen strainer as is used by the gilder, and allowed to remain in aqua regia as above mentioned. Next they are to be washed several times in clear water, the water from the first washing being added to the aqua regia, so as not to lose the gold which might be in the wash-water.

TO CLEAN OLD COINS AND MEDALS.

The following process is recommended for cleaning coins or medals of silver or bronze without impairing their numismatic value: Prepare a bath composed of nine parts of rain water and one part of sulphuric acid. Place the coins in this bath for the time required to dissolve the sulphide which has blackened them. Five to ten minutes are usually sufficient. After removing them, plunge them into clear water; next wash them with soap, using a soft brush. When they are clean move them about once more in the water, dry them with a soft cloth and finally give them another treatment with chamois cloth without rubbing too hard.



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"H. H. H." writes: Please answer through your Enquiry Column how to make a small copper plating bath for iron and steel, and greatly oblige.

P. S. You answered a similar question some time ago which proved very satisfactory.

Coppering bath for wrought or cast iron and steel articles.

(1) 1000 parts distilled water, 58 of yellow prussiate of potash, 15 of chloride of copper, 40 of tin salt, and 40 of sodium hyposulphite. Pour the above in a cast iron boiler and heat over a moderate fire. The metal to be coated with copper is connected with the cathode of the galvanic battery, and submerged in the bath, using as an anode a piece of the metal that is to be deposited. The metals to be coated must first be thoroughly cleansed.

(2) Melt in a crucible 1 part of dry chloride of copper, and 5 or 6 parts of cryolite, combined with chloride of barium to make it more fusible. This mixture will give a permament coating of any desired thickness to the articles according to duration of their immersion.

"Watch Dial" writes: Would you mind describing the process followed in the manufacture of watch dials. I have no intention of trying the job but just "want to know."

The dials are prepared with a backing of thin sheet copper having raised edges to receive the enamel in powder which is fused. After cooling the lettering and figuring are printed on the plate with soft black enamel by transferring. The dial is again placed in a muffle to fuse the enamel of the lettering The white enamel used is composed of white lead, arsenic, flint glass, saltpetre, borax and ground flint reduced to powder fused, and formed into cakes.

"Optician" writes: I have often wondered how artifical eyes were made and the cost of them. If you will kindly answer these questions in your Enquiry Column I will be greatly obliged.

When an artificial eye is specially made to order for the wearer, a wax model of the cornea, fitting accurately into the orbital cavity, is placed in plaster of Paris paste. When hardened the wax model is taken out, the pupil removed from it, and after coating with caoutchouc solution replaced in its cavity in the plaster of Paris mould. The concave bottom of the mould is then entirely covered with caoutchouc and valcanized. The eye thus prepared is placed in alcohol and exposed to the sun, whereby the color of the artificial cornea becomes like that of the natural one. The pupil consists of glass or enamel, the cornea of 2 parts each of oxide of zinc and caoutchouc and 1 part of sulphur. The red caoutchouc used for imitating the blood veins of the cornea, consists of a mixture of 2 parts each of caoutchouc and cinnabar, and 1 part of sulphur. The cost ranges from $2 to $3.

EDITORIAL FROM THE "SOUTHERN TRADE RECORD," CINCINNATI, OHIO.

In response to inquiries this paper says: *If any of our subscribers are in need of facts or desire information in any line, our experienced and trained staff of reporters, investigators, and correspondents in all parts of the United States are at their service, these reports may be relied on as being unbiased and unprejudiced, as without favor the worthy will be endorsed and the unworthy condemned.*

A RELIABLE HOROLOGICAL INSTITUTE.

The Accuracy of a Former Recommendation Fully Confirmed.

It is with some feeling of satisfaction that the Southern Trade Record sees a vindication of former indorsements of worthy firms, individuals, corporations, schools, etc. We have always given careful attention to inquiries received from subscribers, and furnish them reliable information on any desired subject free of charge. The Southern Trade Record has the largest circulation of any trade journal in the country, and no other publication of its class could employ such a large staff of experienced editors to make these expensive investigations, solely in the interest of its subscribers. A number of months ago we received several letters, asking us to recommend the best school to learn the art of making watches. We fully realized the importance of the subject, and the confidence which would be reposed in our answer. We made a careful investigation locally, and also referred the matter to our representatives in all the principal cities, and we found that the Canadian Horological Institute, of 115 King St., E. Toronto, Canada, was the acknowledged leader in their line. We made editorial indorsement accordingly. Only recently we received similar inquiries from other of our subscribers, and to verify the correctness of our former decision, we placed the matter in the hands of other of our investigators, who knew nothing of our former decision, and, after the most exhaustive research, they also have reported in favor of the Canadian Horological Institute, which proves conclusively that they are doubly worthy of patronage and confidence, and also that the trained reporters of the Record never do anything by halves. In this institute the range of instruction covers all requirements. One is taught to repair, plan, design and make fine watches and chronometers from the solid metals, purely for educational purposes.

We have no interest in this school except to recommend it as the best, and we are proud of the fact that an unreliable or purchased indorsement has never appeared upon the pages of the Southern Trade Record.

Extract from a letter, written to us by an expert in the United States, who has been instrumental in sending us three students:

"It affords me great pleasure to think that I have been of some assistance to you. It grieves me to think there are so few men in our trade who are interested or can appreciate a worthy master. Your graduates will not hurt me and I feel sure they will be a credit to the profession."

This is the spirit which animates really good workmen—of everyone who is not only *considered* to be a good one but who really *is* one.

Poor workmen, with ficticious reputations, who have no real merit to back them up, often assail the merits of good workmen coming from a school. All that this means is, they are simply afraid of the possibility of every prospective student of ours being a future competitor of theirs.

The young man who *thinks* for himself and desires to have something to say regarding his own future should send for our circulars.

Canadian Horological Institute,

115 King Street East.

TORONTO, ONT.

H. R. PLAYTNER, Director.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(Continued.)

The wilful stream carrying the destructive spring floods on its bosom can be so directed that its forces of evil are turned to good.

The ruinous enemy becomes the useful servant.

The soil which it once damaged, it irrigates.

The power which destroyed, grinds corn, saws wood, generates electric power, produces light.

So with women's tongues. I say women's, because women are the buyers, the shoppers, not only for the household, for their families' needs and the needs of their own persons, but in most cases purchasing the clothing for their husbands and sons.

If it suits the "women folks," the men are mostly satisfied. The men's attention is taken up mostly with the "getting a living." They are interested chiefly in the markets, crops or shop. They attend to the "getting" and leave the spending to the women.

As men covet being considered successful, so women desire to be thought "good managers," and by "good managers" is understood, getting the greatest possible service or value out of each dollar.

There are no, so called, advertising schemes powerful enough to overcome the force of women's tongues, turned against a merchant.

What a merchant says in "blowing his own horn" counts for little against "the disinterested opinions of one's personal acquaintances."

The merchant who would succeed must consider this force. He must direct it to serve him.

He must appear just and generous.

We should be guided by other people's sense of justice. Wide awake merchants realize this, and give their customers every "particle of a shadow of a doubt."

It pays better to be considered "easy," than to be thought "sharp." Indeed, I think that is one reason why so many apparently very bright men do not succeed. They are too bright.

Be imposed upon occasionally. It pays. In the long run it is "pretty hard to beat a man at his own game."

I know of a case where a dress was purchased from one of the large Philadelphia stores. The silk "cut." The purchaser came back complaining. She was told "Yes, madam, we regret we have had a number of complaints of that lot of material. It was misrepresented to us, and we hold the manufacturers accountable. We have endeavored to get back all we could, and, where, as in your case, the goods were made up the firm authorizes the refunding of the price of the goods together with the cost of making."

"That is very generous, but what am I to do with the dress" she asked.

"If it is of any use to you at all, we ask you to accept it in consideration of the inconvenience you have been put to."

That woman entered the store hoping to get *some allowance.* Possibly she expected to have been told that they had sold dozens of dresses of this lot and that hers was the first complaint. Their generosity completely overcame her. They retained her trade and their ultimate gain exceeded many times their loss on the dress.

Then think of the advertising the store received from the frequent repetition of this story.

Generosity is the long sighted policy of long headed merchants.

Do not "dicker" with your customers.

Give them the benefit of every doubt, and give it to them quickly.

The old-time dickering may have been all right when you had old-time merchants to compete with. The up-to-date merchant affiliates his customers' interests with his own.

This policy does not spell ruin. It has been successfully established by the experience of successful merchants.

(To be continued.)

THE WEEK OF THE THREE THURSDAYS.

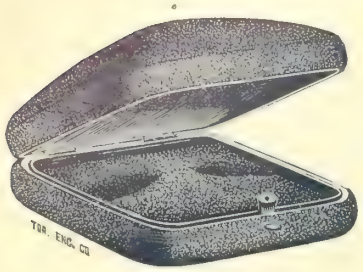
To express an impossibility we have the popular saying: "This will happen in the week of the three Thursdays." After all, such a week is by no means an impossibility. The globe makes a complete revolution on its axis every 24 hours; given a point on the surface within that time passed through the periphery of a circle, that is, 360 degrees, or 4 degrees a minute. If two travellers set out from the same town, one proceeding eastward and the other westward, the first will witness the sun rising four minutes sooner every day for each degree passed over; the experience of the westward traveller will be just the reverse. These differences will go on accumulating until the return of the travellers to their point of departure.

The time of the former will then be slow by 360 times 4 minutes or 24 hours, while that of the latter will be equally fast. The sun will have passed over the firmament one time more for the one, and one time less for the other than the revolutions for the denizens of the place where the two travellers have met anew. According to the illusions of their senses, one must fix the day of their arrival as Thursday, for example, and the other a day later than the local Thursday; thus there will be three consecutive Thursdays.

Such a miscalculation by the navigators who first made a tour of the globe gave rise to the saying to which we have adverted. From this cause timepieces in the Philippines, which were dis-discovered by vessels sailing from New Spain (Mexico), were made to vary a day from those in the mother country, until the Government established a uniformity during the present century.

WM. RADCLIFFE,
PRESIDENT.

W. W. COLE,
VICE-PRESIDENT.

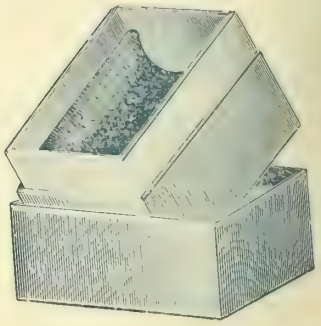


THE J. COULTER CO.,

LIMITED,

130 King St. W.,

TORONTO,



MANUFACTURERS OF :: :: :: **Jewelers' Boxes** OF EVERY DESCRIPTION.

Velvet, Leather, Oak and Paper Boxes, Silverware Cabinets.

THE MOST UP-TO-DATE AND LARGEST FACTORY OF ITS KIND IN THE DOMINION OF CANADA.



We employ skilled labor only. Perfect Silverware Cabinet Making is an art. We have the best Artizans obtainable for this work.

We are in this business intending to succeed and we have reason to believe that the jewelers of Canada have already and will still further appreciate our efforts by giving our representatives, who are now on the road, large orders (mail orders will have our prompt attention).

We live to learn, and shall be always open for any pointers our customers may suggest.

THE J. COULTER CO., Limited,

130 KING STREET WEST,

J. COULTER,
Managing Director and Secy.-Treas.

TORONTO.

Successors to the HEMMING MFG. CO.



UNITED STATES.

THE capital of the Tucker-Parkhurst Silverware Co., at Ogdensburg, N.Y., has been increased from $25,000 to $500,000.

NARROW ESCAPE.—Chicago, Ill., Feb. 5.—Fire starting in the basement of the American Express Co.'s building, Sunday night at 10 o'clock, burned through the floor of the hallway on the second floor, occupied by the Elgin National Watch Co., before it was subdued by the firemen. Fortunately the only damage sustained by the watch company was a burning out of the electric light plant, necessitating the use of tallow dips.

GEORGE CROUCH, founder of Crouch & Fitzgerald, and one of the pioneer leather goods manufacturers of this country, celebrated his 83rd birthday recently. He was born in London, Eng., in 1817, and came to this country in 1834. He immediately found employment in the trunk business, and three years later started in business for himself. In 1839, with Andrew Fitzgerald, he formed the firm of Crouch & Fitzgerald, who for so many years have supplied the jewelers of New York with trunks and leather bags.

ROBBERY IN PHILADELPHIA.—Pinkerton detectives, the police throughout the country, and the Jewelers' Protective Alliance are bending all their energies to capture the thief that robbed the safe of Joseph K. Davidson & Son, 716 Sansom St, recently of $6,000 worth of diamonds and $100 in cash. Alonzo J. Williams, a confidential salesman of the firm, who disappeared at the same time, is being hunted for the crime. He had been left alone in the office with the valuables, and when young Mr Davidson returned he and the diamonds were gone.

CONFESSED TO PECULATION.—Chicago, Ill., Feb. 10.—Horace L Clark, of the material department of Lapp & Flershem, and employed by that firm more than twenty-two years, was arrested last week charged by his employers with the theft of jewelry worth $600. Owing to his long connection with the firm Mr. Clark was implicitly trusted, and his detection was a surprise to the firm and employees as well. He confessed he had been systematically stealing small pieces of jewelry for a number of years. He was tried before Justice Prindville and held in bonds of $1,000.

NEW FACTORY.—Bristol, Conn., Feb. 7.—The directors of the E. N. Welch Mfg. Co. met and considered the bids submitted for the construction of the company's new plant. Eleven bids were received, and B. H. Hibbard, New Britain, was awarded the contract, as his was the lowest bid. A contract was immediately signed and contractor Hibbard agrees to complete the work within seventy-five days from Feb. 5. The new building which will be erected on the site of the one recently destroyed by fire, will be 50 feet wide and 200 feet long. The structure will be three stories high and the mechanical equipment will be modern in every respect. The output of the concern will be enlarged and the number o employees necessarily increased.

. INCREASE OF CAPITAL STOCK.—Waterbury, Conn., Feb. 2.—The capital stock of the New England Watch Co. has been raised from $400,000 to $600,000, arranged at a meeting. Of the additional $200,000 of capital stock the greater portion is subscribed for by Benedict & Burnham Mfg. Co. The new amount, added to their previous holding of stock in the watch company, brings their ownership to a par value of $400,000. This stock is being distributed by the Benedict & Burnham company to their stockholders as a dividend. The result thus secured is the complete divorcement of the two concerns. The watch company were organized by and have always remained under the protection of the Benedict & Burnham Mfg. Co.

NEW COLUMBUS WATCH CO.—Columbus, O., Feb. 6.—At the annual meeting of the stockholders of the New Columbus Watch Co. the following board of directors were elected for the ensuing year: Wm. Reel, Ralph Lazarus, Chas. W. Haldy, Otto C. Klie, Fred. Lazarus, W. W. Owen, Chas. A. Klie, C. T. Pfaff, C. F. Glock, and Erwin W. Schueller. Upon organizing the following officers were re-elected: Chas. A. Klie, president and treasurer; Ralph Lazarus, vice-president; Wm. Reel, secretary and general manager; W. W. Owen, superintendent. The watch company have had very good success in the sale of their watch movements within the past year or more, and the stockholders were very much elated over the declaration of a liberal cash dividend. The future success of this very important industry of Columbus seems to be assured.

WE HAVE already referred to the buffet car enterprise at Chicago; further particulars are now at hand. The cars will seat twenty persons, and the excess fare will be five cents. The crew consists of a conductor and porter, who will have charge of the small lunch counter and urns. Under this system, says the *Street Railway Journal*, a man may take his friends and customers to luncheon and show them the city at the same time. It will be very advantageous for the theatre goer who lives far out, and would like a supper after the performance ends. He may not wish to stay down town and wait for the cooking of a supper, especially as he and his party may miss the last car. In the buffet car he will not only be getting what he wishes, but will be taking his party home at the same time, and will probably save the cost of a carriage and other expenses. The cars will be conducted as well as any transcontinental dining car.

STRIKE AT WATERBURY.—Trouble over imperfect Ingersoll watches at the Waterbury Clock Co.'s factory resulted in 120 men quitting in a body. The foreman, Ernest H. Horn, precipitated the strike. It is said that the manager of the clock company, H. L. Wade, is not in sympathy with the actions of the foreman. They are for the most part men who are paid at the rate of $2 50 per day, and none get less than $2 per day. The trouble is not in regard to the rate of wages, but regarding a rule that has been in vogue at the factory for twelve years past, making each man responsible for his own work. The particular complaint is in regard to the rule concerning "stoppers." "Stoppers" is the term applied to the

WE DARE DO IT.

Most manufacturers do not have confidence enough in their goods to put on their trade mark.

We dare do it because we know our goods are of fine quality and are made to wear.

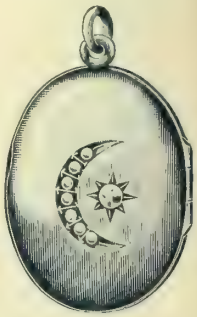
Every piece of jewelry and sterling silverware made by us has our F&B TRADE MARK REGISTERED or F&B TRADE MARK REGISTERED stamped on goods, card or tag.



1681. Engraved and Set with Rubies, Pearls and Opals.



966. Gold Filled Vest Chain, fully guaranteed.



1677. Engraved and Set with Pearls and Opals.

Our Chains and Lockets are all made by our own special process, leaving the gold on the surface bright and hard just as it comes from the burnishing rolls, and will wear for years and look as well as solid gold, the finish being fully equal both inside and outside.

Remember, we can lay these goods on your counter, duty paid, cheaper than any other house in the country.

Ask our salesman to call on you and show his samples.

THEODORE W. FOSTER & BRO. CO.,

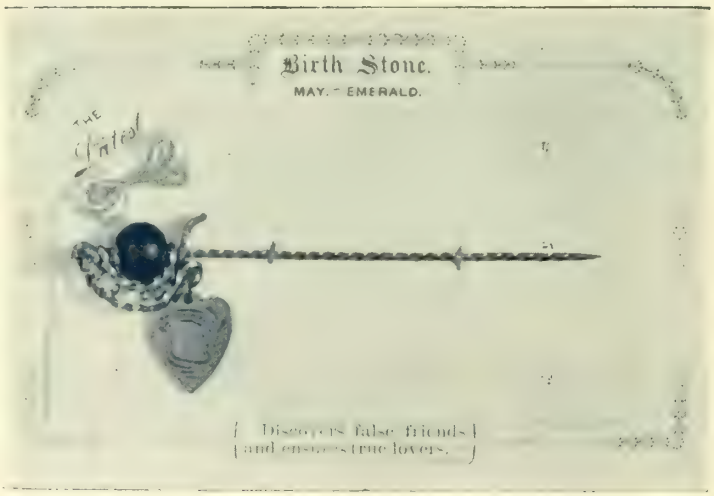
Our Canadian Representative,
MR. GEO. E. SMITH,
350 King Street, KINGSTON, ONT.

Successors to FOSTER & BAILEY,
100 Richmond Street,
PROVIDENCE, R.I., U.S.A.

BIRTH STONE BANGLE RING.



Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.

works of clocks that after adjustment and inspection are found faulty and stop. It is a test of the workman's skill to adjust the works that pass through his hands so that there will be as few stoppers as possible. The order for the strike came from the adjusters' union, the order being the first intimation that the company had that there was such a union in existence. The matter has not yet been settled.

FORMED A UNION.—New York, Feb. 5, 1900.—The American Watch Case Manufacturing Association was formed one evening last week at the Astor House. The following manufacturers were represented, and all joined the association: Keystone Watch Case Co., of Philadelphia; Crescent Watch Case Co., of New York; Couvoisier-Wilcox Manufacturing Co., of New York; Roy Watch Case Co., of New York; T. Zurbrugg & Co., of Philadelphia; Du Bois Watch Case Co., of New York; American Watch Case Co., of New York, and the Camm Watch Case Co., of New York. The following officers were elected: Irving Smith, president; T. Zurbrugg, vice-president, and G. E. Fahys, secretary and treasurer. The objects of the association are mutual protection and furthering the interests of the watch case business. The immediate reason for the formation of the organization was the strike of engravers now going on at Fahys works in Sag Harbor, and in a shop of the Keystone works. The first act of the association was the passage of a rule that no manufacturer would employ a workman unless he brought a recommendation from his last employer. This is to prevent manufacturers from employing men who are on strike in other factories. It is said that the Fahys strike was precipitated by the discharge of four men, the others striking for the purpose of forcing the concern to re-employ the four men in question.

DIVIDEND ON PREFERRED STOCK.—The directors of the International Silver Co., at a meeting in New York, January 31, declared a dividend of 1¾ per cent. on the preferred stock, payable April 1. The directors took no action as to continuing dividends, further than to fix the first days of April, July, October and January as the dates for making such payments. Charles A. Hamilton, third vice-president of the company, however, said on this point: "The declaration of the dividend to-day means that regular payments have been commenced on the preferred stock, as we would not begin dividends unless we expected to continue them." No financial statement was given out by the directors. It was reported in Wall Street that the earnings for the past year were about $750,000, which accords with other recent estimates. The company have about $3,900,000 bonds outstanding on which the 6 per cent. interest would amount to $234,000, while the 7 per cent. dividend on the preferred stock, of which about $5,000,000 is issued, would require about $350,000 more. This would, therefore, leave about $170,000 for the common stock, of which about $11,000,000 is issued. It is claimed that the company's expenses in 1899 were heavier than they will be this year. The International Silver Co. organized in November, 1898, as a consolidation of the several silver plated ware companies and firms. The annual meeting of the company will be held March 22.

GREAT BRITAIN.

(From Watchmaker, Jeweler and Silversmith.)

THE GEM MARKETS.

Antwerp, January 27th.—Trade is very dull and quiet here. The war is of course responsible for this stagnant condition of our trade. We look forward, however, to the boom, which, we think, must come when the war is over, but that is not in sight yet. Meanwhile our work people are workless and our factories practically idle.

London, January 30th.—Trade is very dull, and very little changes hands. Prices are, of course, high, and there is little possibility of their being lowered. The war makes trade exceedingly quiet; this, of course, is owing to the many deaths among the officers at the front. It is to be hoped that for all concerned, the war will soon be over, and peace restored to our country and prosperity to our trade.

Amsterdam, January 25th.—Business in diamonds was very unsatisfactory again this month, and showed very little improvement, if any, on the last. There was a good demand for very fine small brilliants, and a few large parcels of these were sold at fairly good prices. Larger brilliants, that is, 2, 3, and 4 grainers, were in demand, but there were very few to be had. On the whole, the state of the market has changed very little, and most of the polishing factories are still closed, and large numbers of workmen are still without work. Of the rough, very little seems to come to the market, as the London Diamond Syndicate have not shown any new goods since the middle of December. It is generally hoped that the New Year will soon proceed more favorably for our business, as a great deal of misery is reigning here amongst the diamond workers owing to large numbers of them having been without work for three months or more.

Paris, January 28th.—The diamond business in our city was again very quiet this month. There was a fairly good demand for fine *mêlés* and small brilliants, a few parcels of these goods being sold. Fine 3 and 4 grms. were also in demand, but not many of these sizes were available. Roses are at a standstill. There is no doubt that the present war in South Africa is very harmful to our business, as large transactions should have taken place and much be doing for the Exhibition of this year. Colored stones and fine pearls were in some demand for local use, but little was exported.

HOW TO MAKE CHINESE CEMENT.

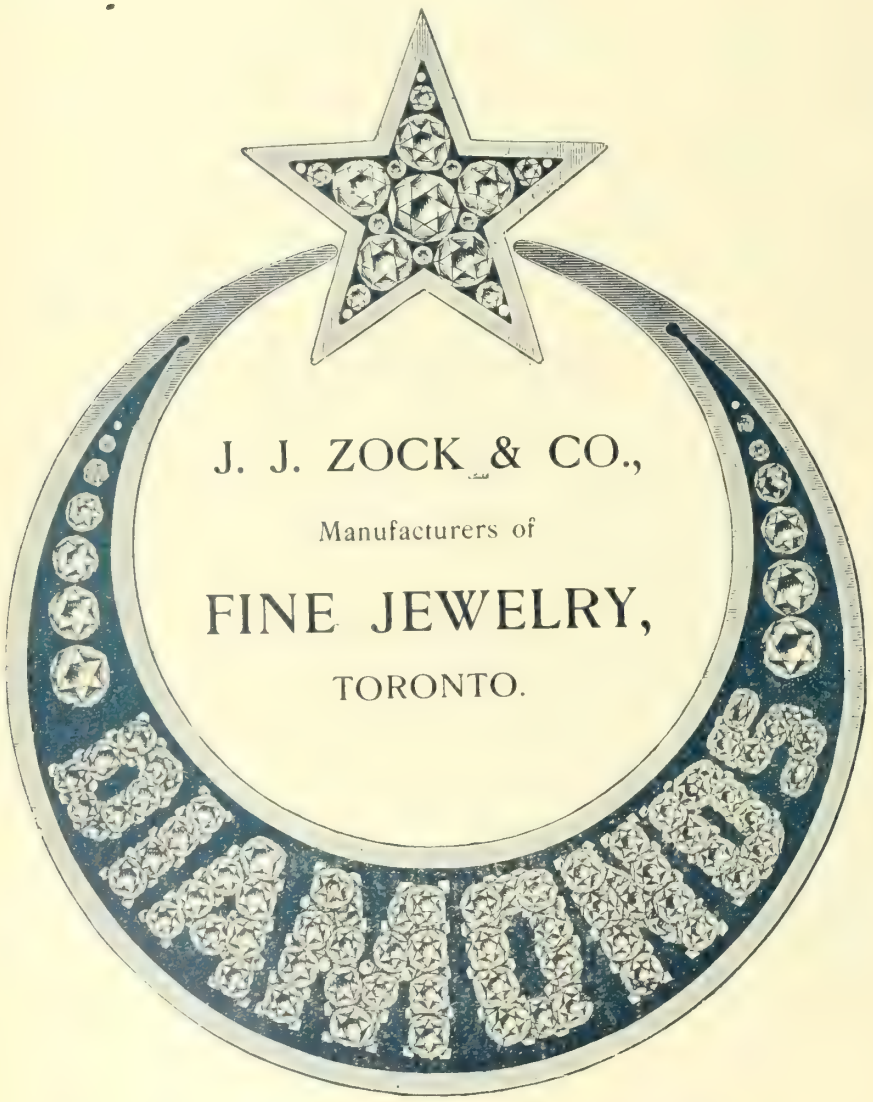
This cement will join porcelain, glass, fancy work, jewelry, etc, so strongly that they will break anywhere else rather than where cemented. Take of finest pale orange shellac (broken small), four ounces; strongest rectified spirits, three ounces, and digest them together in a warm place until dissolved. It should have about the consistency of molasses.

THE TRADER

LARGER AND BETTER THAN EVER.

During the Past Month

our increasing trade has compelled us to enlarge our factory premises and add a quantity of the latest and most improved labor saving machinery.



Our New Lines

for the Spring trade are well in hand and will be with our travellers in a few days. We aim to give you

"New" Goods,
"Natty" Goods,
"Salable" Goods,

and goods on which you can make a good profit.

If You Want Rings,

of any style, whether set with Diamonds, Pearls, Opals, Olivenes, or any other kind of stone, remember that we are the leading ring manufacturers of Canada.

Our styles are the newest and nattiest, our stock is the best assorted and our prices are always right.

We are also showing a specially fine assortment of Pendants, Lockets and Scarf Pins, all of the newest designs. They are up-to-date goods and no live jeweler's stock is complete without them.

J. J. ZOCK & CO.,

Manufacturers of Fine Jewelry.
Repairs promptly attended to.

34 Adelaide Street West, TORONTO.



THE INVISIBILITY OF THE SOLDIER.

The adaptation of color to the ground is one of the most interesting operations of nature, by which wild animals and insects are protected from destruction by their natural enemies. It has been amply demonstrated by naturalists that birds, reptiles, beasts, and insects are, so to speak, clothed in colors which strongly resemble those of the ground, herbage, or country in which they have their dwellings. This is called "protective coloration" Nature, which so carefully protects animal life from injury, teaches man a valuable lesson regarding the color of uniforms with which to equip soldiers when proceeding on active service in the field. In ancient days this was of little consequence, as when armor was worn the "dangerous zone" was limited to the effective range of weapons of offense of those days. With the introduction of firearms came a revolution in fighting. At first, however, the effective range of these weapons was also extremely limited, and some of them would carry no further than the bolts from a crossbow. In these early days the opposing armies were well within visual range before they fought each other. In time field artillery came into use, which also increased more and more the distances between the combatants. It was only the introduction of rifled artillery and rifled small arms which necessitated a decided revolution in tactics. Battles were now fought at greater distances and without the opposing armies necessarily coming into close contact with each other, though, of course, this contact does occasionally occur, as in assaults when bayonet charges are made, or in the days of old when the pikemen also made assaults. Blackwood's Edinburgh Magazine recently published a most interesting article on the invisibility of the soldier, by Lieut.-Col. C. H. Powell, of the First Goorkha Rifles, from which we condense the following: The great nations are now in possession of new magazine rifles of small caliber with a range up to 2,000 yards and over, and field and mountain artillery of a range of over 4,000 yards. Troops may be killed or put hors de combat at distances never thought to be within the bounds of possibility until the middle of the present century, so that it is evident that battles are now fought, or at least begun, at a distance far beyond visual range, so that fighting nowadays is very different from that which occurred even in the Franco-Prussian war, which proves the absolute necessity for dressing soldiers in a color which will make them as invisible as possible. The predominant uniform of the British army has always been scarlet, and no difference was made in the dress even in such a climate as India. where the troops sweltered under the trophical sun. Fortunately, it has become a recognized fact that scarlet should no longer be worn by troops in active service, as presenting too distinct a mark for the enemy's artillery and rifle fire. The authorities looked about for years before they found a fabric suitable in color and texture with which to clothe the troops for active service. A color has at last been found in the shape of "Khaki," which name is derived from an Indian word for a particular dye. It is a dye of a yellowish hue, and has always been much used by the natives. The fabrics which have been colored in India were found to be inferior, owing to the fact that the color was not fast and became lighter with each successive washing, so that it was almost impossible to keep the uniforms of the men of the same shade. The result was that the regiments after a time presented a motley aspect and looked untidy. The Indian army was the first to adopt this color, and most of the native regiments had their own dyers. The color increased in popularity and in time the military authorities in India decided to equip the British regiments with uniforms of this khaki color. At first it was only used for fatigue duties, but now it has entirely replaced white, even, for ordinary parades, the white uniforms being retained only for church parades and walking out. In 1884-85, two Englishmen, Messrs. Lemann and Gatti, were successful in discovering an absolutely fast dye, and the result has proved a benefit to the whole army, and it can be applied equally to woollen and cotton cloth. Lord Roberts, in 1885, took up the subject of khaki in an energetic manner and was easily convinced of the suitability of this color for uniforms in the field, and even went further. He issued an order to have the whole equipment of the field and mounted batteries, including even the wheels and guns themselves, painted khaki. The troops sent out to Egypt to take part in the reconquest of the Soudan, and now the army corps which are being dispatched to the Transvaal, have all been fitted out with khaki, including covers for their white helmets, haversacks, and water bottles. The leggings and the spats of the kilted regiments are all of khaki, and even their boots are an unblackened leather. The old days when soldiers spent hours of their time pipeclaying their belts are now passed, and, in fact, the fighting soldier of to-day presents a striking contrast to his predecessor of a century ago. Certain regiments in the service are allowed to retain a distinctive uniform; for instance, the Highland regiments adhere rigidly to their tartan kilts, which, being of a dark color, stand out in striking contrast on a veldt or mountain side. One of the Boers who was taken prisoner stated that the soldiers wearing kilts were very easily seen, but those wearing khaki were very difficult to locate. The kilt is not only picturesque, but is highly practical and sensible for campaigning in a mountainous country, but the color is against it and renders the men needlessly distinguishable. Sir Archibald Campbell has suggested a reversible kilt of tartan on one side and khaki on the other. This material would probably be very thick, so that it would hardly commend itself to the Highlander. The distinction between the various Highland clans does not seem necessary on the battlefield.

It is a lamentable fact that the percentage of killed and wounded officers in the several opening battles of the Transvaal war is very high, and this may, in many cases, be traced to the uniforms which the officers wear. It was one time considered necessary for the officer to be as differently dressed from his men as possible, so that the rank and file would be

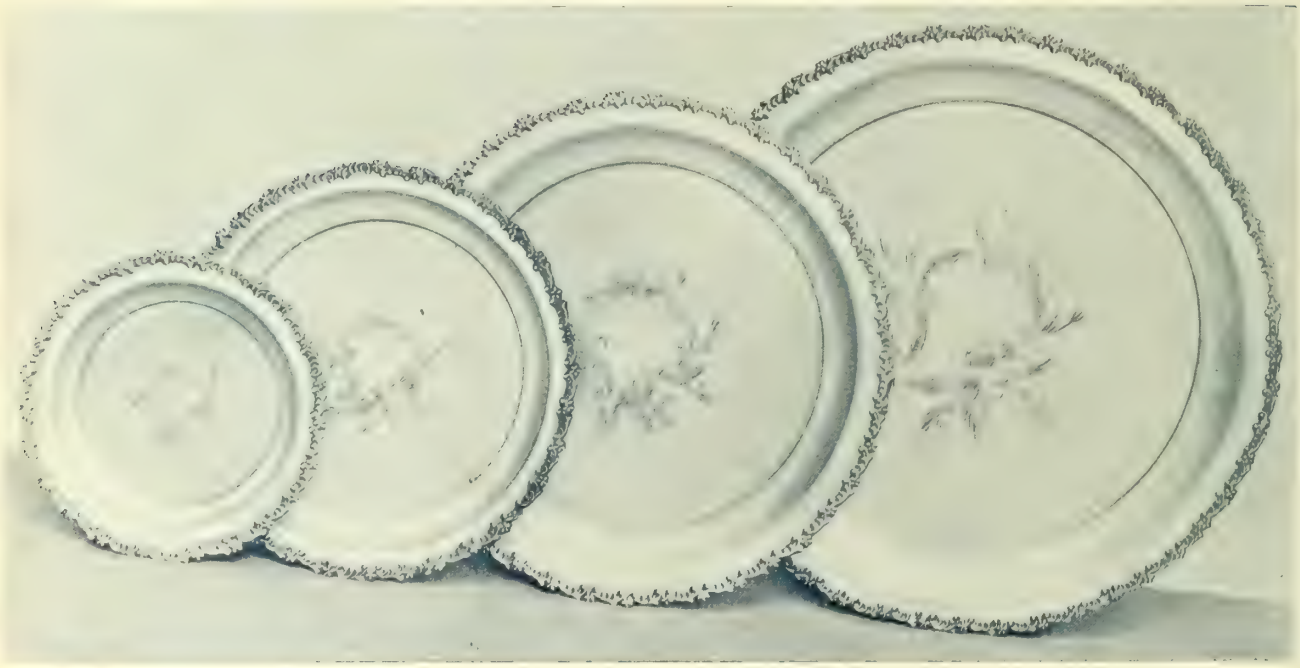
THE TORONTO SIL

Although we have not illustrated STERLING SILVER in our last two advertisements in this paper, the department is having equal attention with that of our Electro Plate Department, and we shall shortly have many new designs to bring before the notice of the Trade.



CAKE PLATES—SATIN BRIGHT CUT.

No. 100—$3.75 list. No. 101—$3.75 list.



No. 1376—WAITERS.

6 inch $2.50 list. 8 inch—$3.25 list. 10 inch—$3.75 list. 12 inch—$4.50 list.

VER PLATE CO., LIMITED,

Silversmiths and Manufacturers of

Electro Silver Plate.



No. 503—SATIN BRIGHT CUT TEA SET. 5 Pieces, $27.50 list.



No. 1377—WAITER, SATIN BRIGHT CUT.
Made in 12, 14, 16, 18 and 20 inch.
12 inch, no handle, $7.00 list. 14 inch, no handle, $8.50 list. 16 inch, with handles, $18.50 list.
18 inch, with handles, $21.00 list. 20 inch, with handles, $24.00 list.

KING STREET WEST, TORONTO, CAN.



Silver=Plate That Wears.

TRADE-MARK
ON
TEA SETS,
ETC.

MADE AND
GUARANTEED BY

MERIDEN B. COMPANY

Do not experiment with new or untried values in Silver-Plate. Wares bearing the trade-marks here shown have been sold for half a century, and can safely be looked upon as staple. Past reputation has made them a reliable and salable quality, and will continue to make them brands sought after by the consumer.

To stimulate the sale they have been largely advertised, and in the future will be kept before the public by attractive announcements in all leading periodicals, ensuring an ever-increasing demand. The dealer will be materially benefited by having a good assortment of these goods to show possible customers.

Meriden Britannia Co.,

MERIDEN, CONN. HAMILTON, ONT.

TRADE-MARK
ON
SPOONS,
ETC.

"1847
Rogers
Bros."

able to distinguish their leaders; but this idea seems to be more or less exploded, and very rightly so. The officer's voice is quite sufficient, and there is no excuse whatever for the men not recognizing their leader, no matter in what garb he is attired. The officer is a valuable factor and should be preserved, as far as circumstances will permit, from danger, and Lieut.-Col. Powell makes some practical suggestions regarding their equipment, in which he recommends that all parts of the uniform be made as inconspicuous as possible, even to belts, and suggests also that all the accoutrements, wherever possible, be made of khaki. In days gone by the sword was doubtless a very useful weapon of offense as well as defense, but nowadays it is universally recognized that an officer would rely more on his revolver than his sword and many officers are of the opinion that the sword belonging to them should be left behind when he goes into action. The sword is more of a decided encumbrance to an officer's free movement when moving on hilly ground, and as a matter of convenience he generally takes it out of his belt and uses it as a walking stick; and it is a very inferior one at best. Lieut.-Col. Powell recommends that they carry a small carbine, which will give the officer a useful weapon of offense should be find himself in a tight corner. Badges on the helment should also be discarded, for as one writer has stated, they shine like a diamond in the African sun, and more than one officer has remarked that he would infinitely prefer carrying a good stick into action than a sword.—*Scientific American.*

THE STRENGTH OF GLASS.

The extensive use of glass in construction renders definite information about its resistance under various conditions of stress desirable, but, with the exception of the ultimate strength under direct compression, but little has been known about the subject until recently.

A series of experiments upon the resistances of glasses to tension and to flexure has recently been made by M. Grenet, the details and results being published in the "*Engineering Magazine.*" The glass tested was of two varieties, manufactured by the well known works at Saint Gobain, one being the grade known as No. 4, and the other the so-called "cathedral glass," and there being but little difference between the two shown by chemical analysis.

In the flexure tests the specimen was placed as a beam supported on knife edges and with the load applied in the middle, the weight being a bucket suspended from a cross bar and arranged so that water dropped regularly into it from a separate vessel. The load could thus be applied at a uniform rate without the possibility of shock, and the rate of application kept under perfect control. By applying the usual formula for rectangular beams loaded in the centre, the tensile strength per unit of cross section was determined. The most interesting feature which was developed by these tests was the marked effect produced by variations in the rapidity with which the load was applied.

It is well known that for nearly all materials a rapidly applied load will show an apparent resistance much greater than appears when the stress is applied more slowly, but in the case of these tests upon glass the effect is especially marked. Thus the tensile strength of a number of specimens averaged 6,000 to 7,000 pounds per square inch when the load was applied at a rate which caused the rupture to occur in 15 to 20 minutes, while when the duration of application was increased about three times, so that rupture occured in about 45 minutes, the strength ranged between 5,000 and 6,000 pounds per square inch. When the water dropping device was arranged for very slow loading, and the breaking load was attained in 10 to 12 hours there was a marked diminution in strength, the resistance per square inch being only about 4,200 pounds.

In order to show the reverse effect some tests were made with loads applied very rapidly, and the effect was most marked, the mean of three trials giving an apparent strength of 10,000 pounds per square inch. A number of flexure tests were also made by M. Grenet upon glass rods and these showed the same general results as regards the effect of rapidity upon application of load. The actual strength of the rods however, was higher than that of the plates, which was probably due to differences in the method of manufacture.

Thus when the rupture was produced in about 15 minutes, the strength of the rod was nearly 11,000 pounds per square inch, while when the time was extended to 45 minutes the resistance fell to about 9,000 pounds, and for the 12 hour tests the breaking strength was but 5,700 pounds. In order to carry this feature of the tests to an extreme limit, M. Grenet suspended various weights to rods and allowed them to remain for a number of days. The result showed that for loads of 3,000 to 3,500 pounds per square inch no rupture occurred even after the expiration of three months, but when the loading was increased to about 4,000 pounds, rupture took place in one or two days.—*London Optician.*

THE IMPORTANCE OF JEWEL BOXES.

One of the most important cares of the jeweler is to arrange the jewelry he has prepared in boxes the best adapted for exhibiting its beauty. From his sagacity and intelligent harmonizing of the colors of the richest wares, his good taste is judged. There are many considerations to be taken into account: the nature of the jewelry, the circumstances under which it is offered, the taste of the person for whom it is designed, none must escape the attention of the jeweler. He ought to keep them in view, in order that his jewels may be fully appreciated, as well as to guide his customer in the selection.

A slight error of taste may be sufficient to spoil, or at least diminish the effect of a present. The person who receives it ought to be not only satisfied, but charmed from the outset by the delicate care, the attention, the taste evinced in the make-up of the jewel box, which is the most convincing proof of the pleasure sought to be imparted. The engagement ring is offered in rather a modest box, while the richest cases are reserved for the ornaments to be given at the time of the wedding. When there are pearls, they are set off by a lining of blue. For diamonds and colored stones other hues are chosen, according to personal taste.

The fashion of white cases, without being an absolute rule, is still in favor for wedding jewelry. For the most beautiful jewels it is customary to affix an inscription in silver on the case.

THE TRADE

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, MARCH, 1900. No. 7.

"EXPLANATORY."

A merchant once overdrew his bank account.

* * *

On the following day he called upon the cashier of the bank and gave him a plausible explanation of how it happened.

* * *

"Your explanation sounds reasonable," said the cashier, "but, Mr. Man, what we want are the accounts that never require explanation. There's a debit and a credit side. Accounts ought to explain themselves."

* * *

Watches, like bank accounts, ought never to require "explanations." A watch is made to show the time of day. If it discharges this duty faithfully and accurately, what need of "explanation?"

* * *

The Dueber-Hampden watch, like the properly conducted bank account, explains itself. The movement is made TO KEEP TIME; the case, to protect the movement, to be an ornament and to contain the exact amount of precious metal paid for.

* * *

The Dueber-Hampden watch has no peer. It is the proudest achievement of America's watch industry.

THE WATCH AND PUBLIC SAFETY.

One inaccurate watch can cause more railway accidents than all the block systems in the world can prevent.

We have before us the records of two fatal railway accidents, both of which were caused by inaccurate watches,—watches fitted with devices that were unsafe, though undoubtedly accompanied by lucid and interesting "explanations."

Notwithstanding these facts, many railroad managers permit themselves to be "explained" into entrusting the watch inspection on their roads to incompetent, and, moreover, interested persons, who do not shrink from "explaining new watches upon the employees for no other reason than to force the sale of a "new" movement, supplied with "new" inventions, duly "explained."

Such procedure is manifestly wrong.

Let the retail jeweler enlighten the public and the public will have an opportunity of enlightening the managers of railroads.

Elmira, N.Y.

Have carried my 17-jewel Dueber-Hampden watch for three years. Would not change it for any on the road. It has not varied over half minute in months, in fact, it is always right.

EUGENE H. RIBBLE, Engineer,
N. Central R. R.

A QUESTION AND SOME FACTS.

There are men who would "kick" if you sold them a gold dollar for 95 cents.

* * *

Of these, the least said, the better. We would like to ask you a question about the other kind; the kind who come into your store, buy a good article and if wholly satisfied with it, have the manhood to tell you so.

* * *

Have you ever met one of that kind who, after buying a Dueber watch case, came to you and said: "This case is not as represented. I'm dissatisfied?"

* * *

The one glaring pecularity of Dueber watch cases is that they are exactly as represented. If you sell one, you are sure of a satisfied customer.

* * *

We heard of a retail jeweler once who said that to sell a gold-filled watch case was like "skating on thin ice." Poor, misguided man! He didn't sell Dueber's.

* * *

The Dueber mark on cases is like the Hall-mark of England on silver.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent Dueber-Hampden Watches,

393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MESSRS. KLEIN & BINKLEY, of Hamilton, Ont., have added an ophthalmic cabinet to their outfit.

MR. FORSYTHE, the Montreal Optical Co.'s traveller, is sending in orders from Manitoba and the North-West.

MR. N. J. AELICK has removed his jewelry business from Manitowaning to Little Current, Ont., which will be his address in future.

MR. S. LORIE spent about a week over in New York and Newark last month purchasing new machinery and getting filled up with ideas.

MR. CHAS. D. MAUGHAN, of the Goldsmiths' Stock Company, is now west on his initial trip for 1900, and is meeting with great success.

MR. F. L. KAHN, the genial traveller of the Cohen Brothers, Limited, has just returned from a successful trip to the Maritime Provinces.

THE STORE formerly occupied by M. S. Brown & Co., of Halifax, the oldest jewelry store in that city, has been put upon the market in order to wind up the estate.

THE MONTREAL OPTICAL COMPANY report a steadily increasing demand for o and oo eye frames. Many of the leading opticians are carrying one, o and oo eye spectacles.

OWING to the continued increase in their repair and special ordered work department Messrs. H. & A. Saunders have had to take on three extra hands for this work alone.

THE COHEN BROTHERS, LIMITED, have gotten out a set of filled E.G.'s frames in a beautiful oak tray, velvet lined. It is what they consider the best possible all-round assortment.

MR. PAUL PEQUEGNAT, of Berlin, has purchased the jewelry business of his brother, Arthur Pequegnat, of that place, who is going into the manufacture of bicycles exclusively.

MR. FRED WESTERN, north-western representative of P. W. Ellis & Co., who has been in the house for the past month selecting new stock and samples, is now covering his territory and doing a first-class trade.

A FINE EXHIBIT of society emblems, pins, charms and regalia has been forwarded to the Paris Exposition by Ambrose Kent & Sons, of Toronto, who have for some years past made a specialty of their manufacture.

MR. H. MICHALSON, of Montreal, passed through Toronto on the 3rd of last month, *en route* to Vancouver, B.C., from which place he will work his way home on his regular Western trip, taking about three months.

THE TORONTO SILVER PLATE CO. was awarded the contract of supplying the hollow ware for the "Chateau Richelieu," the new palace hotel that is being built by the Richelieu Navigation Company at Murray Bay, Que.

MR. LEDOS, President of the Ledos Manufacturing Company, of Newark, N. J., was in the city last month on business for his Company. He says that they are more than busy and have a great year's trade ahead of them.

MESSRS. H. & A. SAUNDERS are meeting with great success in their new line of artistic gold jewelry, having been compelled to run their factory every night since February 1st to keep up with the orders for their fine pearl goods.

SUDDEN DEATH.—Mr. George Burnham, the well-known jeweler of Whitby and a nephew of His Honor Judge Burnham, died very suddenly last month. The cause was said to be from an overdose of morphine, which he was using to relieve pain.

MR. W. A. MITCHELL, jeweler, of Brampton, assigned last month after a long and honorable business career in that town of nearly thirty years. We trust that Mr. Mitchell will obtain a favorable settlement and be enabled to continue in the business.

MAJOR R. G. ELLIS, of the firm of P. W. Ellis & Co., was last month the recipient of a war medal from the Imperial Government as a recognition of his services with the Queen's Own Rifles during the Fenian Raid of 1866. Well deserved, but a long time in coming.

THE DOMINION OPTICAL COMPANY opened up last month at 63 Yonge Street, Toronto, where they propose to do a general optical business. Mr. H. Weichert, well known to the Canadian optical trade, will have charge of the business department of the company.

THE LEVY BROS. CO., LIMITED, Hamilton, Ont., ask the special attention of our readers to the splendid line of enamelled silver jewelry which they illustrate in their advertisement elsewhere in this issue. It is natty and novel, and they claim for it that it sells on sight.

MR. M. C. ELLIS is now one of the most enthusiastic curlers in Toronto, and almost any night he can be found with his rink at the Granite Club "sooping her up" in great style. Connoisseurs say that M. C. is going to make his mark at Curling as he has done in other lines.

THE *Canadian Optician* has published an "Ophthalmic Record Book." It is beautifully gotten up, containing 500 record blanks and index, and is bound in half leather. It was designed by Mr. L G. Amsden. It is offered for sale by the *Canadian Optician* at $1.50 a copy.

WE DIRECT THE ATTENTION of our readers to the announcement of gold wire jewelry advertised by Mr. S. Breadner, manufacturing jeweler, of Carleton Place, on another page of this issue. He illustrates some novelties in this line that are well worth the inspection of the jewelry trade.

MR. ALFRED BROWNE, of Halifax, for some years a watchmaker with his father, a well-known jeweler of that city, and latterly chief clerk in the Intercolonial Railway Mail Service out of Halifax, died suddenly on the 5th February. He was popular and highly esteemed by all who knew him.

ACCIDENT.—William Lewis, a well-known working jeweler, 84 King Street East, Toronto, accidentally fell down a stair at the Goldsmith's Stock Company on Yonge Street last month and received such injuries to his head that he had to be removed to the Emergency Hospital.

TORONTO JEWELRY EMPLOYEES to the number of about forty held their annual sleighing party (on wheels this time) on the 9th February, and had a very pleasant time. After their ride they indulged in a supper, over which presided Mr. James Bailey, the well-known and good natured salesman of the J. E. Ellis Company, Limited, who filled the office as usual with dignity and acceptance. The speeches were all witty and well received, and the participants say that they are bound to make it an annual affair.



"HEMSLEY SOUVENIRS"

"SELL THEMSELVES."

ALL YOU HAVE TO DO IS TO MAKE THE DISPLAY AND TAKE IN THE MONEY.



THE ENTIRE LINE HAS BEEN REMODELLED AND IMPROVED.



PRICES REDUCED, QUALITY AND FINISH INCREASED.



Our Travellers Carry Full Line of Samples.

LEVY BROS. CO., Hamilton, Ont.,

LIMITED.

SOLE SELLING AGENTS.

Mr. Aaron Levy, who formerly represented the Levy Brothers Company, Limited, of Hamilton, in Eastern Ontario, is now covering Western Ontario and is doing a first-class business. While his many friends down East will miss him, the jewelry trade of the West will be glad to make his acquaintance.

Mr. Brock Wilkins, the well-known jeweler of Galt, Ont., is about to move into a larger store about half a block below his former premises. He is hard at work getting the place fitted up, and when he moves in he will have one of the finest and best appointed jewelry stores in the town.

Mr. M. Schwob, now of New York, but formerly senior partner of the firm of Schwob Bros., watch importers, Montreal, spent a few days in Toronto last month looking up old acquaintances and incidentally doing business. He looks natural and happy as usual, and New York seems to agree with him.

Toronto's Tower Clocks.—City Solicitor Caswell last month received advices from Gillett & Johnson, contractors for the tower clocks at the City Hall, notifying him that the clock bells would be delivered in June and the movements a month later. It is proposed to ring in the new century with the bells.

Mr. E. G. Gooderham, manager of the Toronto Silver Plate Company, spent about ten days amongst the United States factories last month looking up new ideas and goods. He reports a great improvement in trade this year, and says they are getting out a very fine line of new goods for their spring trade.

Mr. A. R. Harmon, of Montreal, Canadian representative of the Waltham Watch Company, spent a few days in Toronto during the early part of last month on business. Mr. Harmon says that his company are increasing their product as fast as possible and are doing their utmost to keep pace with the growing demands of the trade.

J. J. Zock & Co., manufacturing jewelers of Adelaide Street West, have been more than busy during the past month. Their travellers on the road report large sales of their new lines of jewelry and Mr. Zock is exceedingly pleased with the business they have done so far this year and with the outlook for the coming season's trade.

Correction.—We have been informed by Messrs. H. & A. Saunders that an article which appeared in our last issue stating that Mr. F. LeFebvre had started in business in New York is incorrect. Mr. LeFebvre is at present representing the above firm in his usual territory, that is Manitoba, the North-West Territories and British Columbia.

Customs Decision.—The Customs Department at Ottawa last month decided that goods of British origin, consigned from the United Kingdom to any part of Canada via Hamburg, will be allowed rates under the preferential tariff. This decision will lessen the possibility of certain steamboat lines securing a monopoly of the Canadian business.

Messrs. H. & A. Saunders report that the sale of their H.&A.S. quality chains is increasing so fast that they now have difficulty in keeping up with their orders, and ask the indulgence of the trade for a little while, but hope soon to be in shape to fill all orders promptly. The sale of their rope chains in both solid gold and filled qualities has been phenomenal.

Mr. M. M. Cohen, of the Cohen Brothers, Limited, spent a few days of this month in Philadelphia and Baltimore, and reports optics to be booming across the line. Rimless goods seem to be used to a much greater extent in the United States than in Canada. The American opticians are evidently awake to the source of profit which these goods offer to the repair department.

Mr. Lorie, of Saunders & Lorie, says that their business for the months of January and February was fully double of what it was a year ago. They are more than busy in every department, and are so cramped for room, Mr. Lorie says, that they will soon have to remove to larger quarters again. Mr. Saunders is at present in Europe and is not expected back for about a month.

Mr. Joseph Davis, the well-known retail jeweler, of Yonge Street, Toronto, who was compelled to give up business last summer on account of ill health, has so far recovered as to be around again, looking almost as well as ever. Muskoka, with its splendid fresh air, seems to have done wonders for him, and all his friends are congratulating him on his rapid recovery.

Removal.—By the time that this issue reaches our readers, the Cohen Bros. Co., manufacturing opticians, will have removed to their new premises, 24 Adelaide Street, almost immediately opposite the Grand Opera House. We may take the opportunity of giving a detailed description of their new premises in a later issue. Meanwhile, our readers may make a mental note of their new number.

Mr. Eli Miller, who for many years conducted a drug store at Dresden, Ont., but more recently resided in Detroit, died suddenly of pneumonia at Essex Centre, Ont., on February 7th. Mr. Miller had completed a course on optics at the Detroit Optical College a week before his death, at which time he was enjoying the best of health. Mr. Miller's sudden death is greatly mourned by his many friends.

Mr. William Allen Young, Canadian agent for the Dueber Hampden watches, says that the outlook for his company is more than promising, so far as the demand is concerned. He has just been advised by the company that they refused an order for 150,000 18-size 7-jewel movements in January last, and the opinion of Mr. Dueber is that it will be impossible for them to supply more than half of the demand this year.

Mr. E. J. MacIntyre, the aggressive and enterprising jeweler and optician, of Chatham, spent a few days in Toronto. While here he purchased a full line of oo eye spectacles. Mr. MacIntyre believes that the size of the eye should bear proper relation to the size of the face. He carries one, o and oo eye in stock. He also placed an order for as handsome an optical cabinet as has ever been constructed in Canada.

A Long Drawn Out Case.—Notice of appeal to the Supreme Court at Ottawa has been given by the Dueber Watch Case Company in their action against Charles Campbell, of Toronto, which arose out of the F. S. Taggart & Co. failure. The company is appealing from a certificate of the Court of Appeal, which dismissed the appellants' motion to admit some new evidence in a suit between the same parties now before the Supreme Court.

A Canadian Mint.—Mr. McInnes, one of the members for British Columbia, has given notice in the Dominion Parliament this session to establish a Canadian mint. The gist of the bill is, "That in the opinion of this House, it is desirable and expedient that the Government should at the earliest possible date establish a mint in Canada for the purpose of coining all the gold, silver and copper necessary to meet the commercial requirements of the country."

Mr. Richard Russell, president and general manager of the Fairview Corporations, Limited, arrived in Toronto on the 19th of February, direct from the Fairview mines. Mr. Russell says that, despite all reports to the contrary, the mine is looking first-class, and he is satisfied that it will turn out to be one of the biggest and best paying investments in British Columbia. He has unlimited faith in the property, and thinks that none of the shareholders should sacrifice their stock.

There have been rumours going the rounds of the press last month that the Dominion Government were proposing to increase the preference on British goods from 25 per cent. as at present, to 35 per cent. This is contradicted in ministerial circles, however. We think it would be bad policy to tinker with our tariff at present, unless it would be to raise it in some respects as against certain lines of goods which we import largely from the United States, and on which they charge a considerably higher rate of duty on Canadian importations than we do on their goods. The country is prospering at present, and it would be unwise to do anything which would disarrange present conditions. It is a very ticklish business to meddle with the tariff. It is about as bad a thing to monkey with as a buzz-saw, and sometimes has about as bad an effect.

THE FULTON JEWEL MFG. CO., LIMITED,

MANUFACTURERS AND IMPORTERS OF **JEWELLERY,**

Have just received from the Factories a well-assorted line of the following goods: Rings, Bracelets, Links, Chains, Brooches, Cuff Buttons, Sash, Belt Buckles, Lorgnettes, Stick Pins, Hat Pins, Blouse Sets, Cyrano Chains, Scarf Pins, Thimbles, Silk Alberts, Cut Glass Bottles, and Leather Goods of all kinds.

Prices and styles cannot be beat. Mail orders promptly attended to.

40 COLBORNE ST. AND 13 LEADER LANE,

TORONTO, ONT.

LOOK OUT FOR THEM.—We notice that quite a few bogus 25 and 50 cent Canadian coins are in circulation at the present time, especially in Western Ontario. They are made of hard metal, white in color, and a fairly good imitation in every way, except that they hardly take the same fine polish as the regular silver coins and have not as perfect a ring to them. However, in a hurry they will pass muster fairly well, and quite a few merchants have been deceived by them.

AN OPTICIAN HONORED.—Mr. W. G. Kinsman, the well-known optician employed by Messrs. Wanless & Co., Toronto, last month received word from New York that he had been appointed a member of the Educational Committee of the American Association of Opticians. Mr. Kinsman is the second Canadian to be honored by an official appointment in this association, Mr. L. G. Amsden, the principal of the Canadian Opthalmic College, being a member of the Executive Committee.

MR. N. GARLAND, of Portage la Prairie, Man., has purchased the old Indian clock which formerly graced the front of Messrs. Kent Bros.' jewelry store on Yonge Street, and since their dissolution the front of the Bon Marche drygoods store on King Street. This old clock, which is one of the best, as well as one of the best-known, public clocks in Canada, was manufactured nearly twenty years ago by the Howard Clock Co., of Boston, and has ever since, through sunshine and storm, tolled off the hours, to the delight of Toronto youngsters.

LANDED IN SOUTH AFRICA.—The first detachment of the Canadian Artillery, consisting of "D" and "E" batteries, under the command of Major Hurdman, (formerly of Olmstead & Hurdman, the well-known jewelers, of Ottawa,) arrived at Cape Town, South Africa, on the 17th of February, all being well on board. They had a splendid reception from the citizens on landing, and expect to go to the front as soon as men and horses get their land legs again. These splendid batteries are a credit to Canada and should give a good account of themselves if they ever get a chance to go into action. We wish them luck, anyway.

THAT THE JEWELRY TRADE are pretty well represented upon the management of the Canadian Manufacturers' Association may be gleaned from the fact that at the annual meeting held last month Mr. P. W. Ellis, of P. W. Ellis & Co., was re-elected first Vice-President; Mr. Roden, of Roden Bros., Chairman of the Reception and Entertainment Committee; G. H. Lees, manufacturing jeweler, of Hamilton; E. G. Gooderham, of the Toronto Silver Plate Co., and W. K George, of the Standard Silver Co., Toronto, members of the Executive Committee, and W. K. McNaught as a member of the Executive Committe and one of the Association's representatives to the Industrial Exhibition Association.

AS AN EVIDENCE of the wide reaching effects of the present war in the Transvaal, a despatch from Antwerp, under date of February 7th, says: "Distress among the diamond-cutters of Antwerp, whose occupation the Boer war and the consequent suspension of the Kimberley diamond mines have destroyed, grows daily more acute. Two thousand men are now without sustenance, and the relief committees appointed to aid them are powerless." If present appearances count for anything, it looks as though—Kimberley being relieved and the Boers driven out of that part of South Africa—the diamond mines will soon be at work again, and although it may be some months before there is any stock ahead, it is bound to come.

DUTY ON COMMISSIONS.—During the visit of the Hon. William Paterson, Minister of Customs, to Toronto last month, he was waited on by a special committee from the Toronto Board of Trade who pointed out to him that the present law strikes only at merchants who do not import direct. It was pointed out to the Minister of Customs that a law which imposed a tax on the commission of the foreign agent, in addition to the duty on the market value of the goods imported to Canada, was plainly a discrimination against merchants who were not in a position to import goods direct. The Minister of Customs listened very attentively to the grievances of the merchants as presented to him by the members of the committee. While promising to give the question his most serious consideration, he held out no hope that the duty would be abolished.

AN INNOVATION in postage stamps has been adopted recently by the United States that our Postmaster-General would do well to copy. It is explained in the following news item from Washington: "Postmaster-General Smith and Third Assistant Postmaster-General Madden have been perfecting a plan to sell postage stamps in book form. It is proposed to offer for sale two-cent stamps in books of twelve stamps, at a cost of 25 cents each. The books will be of a size convenient to slip into the vest pocket, with wax paper between the stamps, and with the division of mail matter into classes, the rates of postage, and other kindred information printed on the outside. The one cent charged for the binding and wax paper will net the Government a profit of $6 for each 1,000 books sold. If one-eighth of the two-cent stamps used are sold in such books the net profit to the Department would be not less than $230,000 annually."

A SON of Thomas H. Lee, Harry A. Lee, goes to South Africa with the Strathcona Horse. He has been for seven years a member of the North-West Mounted Police. We hope he will show himself worthy of his family's past record as a defender of his country, Mr. Lee's grandfather being a cavalry officer at Waterloo, and he being in possession of the pistols used by him on that memorable occasion; Mr. Lee's father, being a militia officer, turned out at the time of the Rebellion; he himself being one of the first to join the Q. O. R. on their formation, Mr. Lee's brother, Major Lee, was in the same company at Ridgeway with McEchrem, who was killed; his nephew, A. Burdette Lee, paymaster of the Q.O.R., going with the North-West expedition. We think the City Council will be pleased to recognize the loyalty and patriotism of this family by giving the young volunteer the gifts same as the other Toronto boys received who have preceded him in their devotion to the Empire.

MR. PEQUEGNAT'S NEW VENTURE.—As our readers already know, Mr. Arthur Pequegnat, of Berlin, one of the best known retail jewelers in this province, has disposed of his business with a view of going exclusively into the manufacture of bicycles. The Berlin & Racycle Manufacturing Company, Limited, is the name of the new firm which succeeds the Canadian branch of the Miami Cycle Manufacturing Co., of Middletown, O., and Arthur Pequegnat, manufacturer of the Berlin wheel. Both of these famous bicycles will now be manufactured in the factory on Frederick street, Berlin, Ont. Mr. Pequegnat returned from Toronto after completing the negotiations with the Miami representatives, and was accompanied back to Berlin by Mr. W. E. Houghton, late manager of the Miami Company's Canadian branch. Mr. Houghton will manage the new company, and has already started on his new duties. He has a complete understanding of all departments of the business.

IS THIS IGNORANCE OR FORGETFULNESS?—It is a common thing with people of the United States, when writing to Canada and enclosing a stamp for prepayment of return answer, to enclose either a two-cent United States stamp or an envelope stamped with the U.S. postage stamp. If such people would stop to think just for one moment they should surely know that Canada, being a foreign country, United States stamps cannot be used for the prepayment of letters. They might just as well expect to be able to pay the postage on a letter mailed in the United States with a Canadian stamp as to pay the Canadian postage with one of their own stamps. We take the view that such things are done more through want of thought than ignorance, and the matter only needs to be brought to their attention to have it stopped. As this is a matter of common occurrence, we would be glad if our exchanges in the United States would make a note regarding it so as to draw the attention of their readers to the matter.

The Perfected American Watch.



A GOOD watch is a necessity of civilization. Many a man has lived to a ripe old age without taking closer note of time than he could from the sun's advance or the recurrence of his desire for food. So, many have dwelt within sound of the locomotive without ever having travelled by railroad train. Such persons are as milestones by which the surrounding community marks its progress. Everyone may not always feel the need of a good watch. The same may be said of bread or of meat; but there often comes the moment when a reliable watch is master of the situation. That is the necessity; and the point is the possession not only of a pocket time-piece, but of a good one. With a good watch one need never be late nor hurried. A poor watch is worse than none.



The order of our daily doings is regulated by the little monitor that tells the moments. It may be accurate when we are not, but it is seldom wrong without misleading. A poor watch is dear at any price; a good watch is worth its cost. A reliable watch is a splendid investment. It gives better return and depreciates less in proportion than any other article of personal wear or use. Like the human heart, it works unremittingly. If treated with common care and cleaned as occasion requires, it will, excepting accidents, outlive its wearer. Though the case be thinner at the end of twenty years than it was when new, the movement, if originally good, will be as vigorous and exact as the day it left the factory. Moreover, it never goes out of vogue. How much is an overcoat that cost you $40 worth after five years' wear, compared with a watch that cost the same?

We are speaking now about the WALTHAM watch, and to the person who is not carrying one. Eight million people have them. To such the watches have told their own story.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

A PIANO CASE which will interest the Canadian jewelry trade on account of its connection with Mr. Frank Stanley, formerly Eastern representative of P. W. Ellis & Co., was last month decided in the case of Stanley *vs.* Thompson. In the appeal entered by the Stanley Piano Company of Toronto, Limited, at Osgoode Hall, to restrain defendant piano company from making any copy of their patterns and scales, which have proven so wonderfully successful with Toronto people, the presiding judges have given unanimous decision in plaintiff's favor. The Stanley Piano Company are to be congratulated upon the above decision, as they produce distinctly original scales on which to work. The art of scale drawing, as possessed by Mr. Charles Stanley, is a rare talent, and something he, in particular, has a continental reputation for. The suit of the Stanley Piano Company was brought to prevent George B. Thompson, formerly in their employ, from using a patent piano scale. A. Marcy & Co., now employing Thompson, were co-defendants. Defendant's solicitor tried to do justice to the decision of Chief Justice Armour, who formerly dismissed the action, but the Divisional Court overruled his arguments.

THE JEWELERS' LEAGUE, of New York, held their annual meeting last month, when Mr. Henry Hayes, of the Brooklyn Watch Case Company, was again re-elected President. The other officers elected are all tried men, and it seems as though the League were entering upon a new lease of life as well as an enlarged sphere of usefulness. The financial position of the League has been steadily improved and its reserve fund now amounts to the sum of $225,860.54; this, with its membership of 2,109, makes it a very strong institution, capable of doing an almost infinite amount of good to its membership and their beneficaries. As a proof of its usefulness in this direction, we might mention that the League paid out for deaths in 1899 no less than $132,000, and since its organization the gigantic sum of $2,138,235.85. Although these figures are imposing they convey but a faint idea of the relief to widows and orphans, who in many cases had only this insurance to keep them from want. The Jewelers' League, of New York, is an organization that deserves the hearty support of the entire trade, and our readers by becoming members of it will not only be helping to strengthen a deserving trade guild, but will be laying up for their families something for the day of trouble, which is sure to overtake them sooner or later.

DROP-LETTER POSTAGE.—A deputation from the City Council, of Toronto, waited upon the Hon. Wm. Mulock, Postmaster-General, last month to urge upon him the reduction of the rate to one cent on drop-letters but met with very little success. The object of their interview was outlined by the Mayor and Controllers Sheppard and Spence, and in reply Hon. Wm. Mulock said he did not know whether the Governor-General would be prepared to sanction a reduction. The question Parliament would have to deal with was whether the general taxpayer outside of the cities would be willing to help pay for the advantages enjoyed in cities. He had been very severely criticized over the reduction of the postage from three to two cents, it being urged that it was helping the business class at the expense of the country, and he must ask them to do a little missionary work in the direction they indicated, and that he, personally, favored. He believed that the increased volume of business would rather lighten than increase any charge on the general taxpayer. Without anticipating whether the House would take up the question this session or wait, as he thought would be advisable, for another year, until the people got educated up to the idea, he did not wish it understood that he would allow it to stand over indefinitely.

TORONTO'S GROWING TIME.—The new directory for the City of Toronto shows that this city has been enjoying a very prosperous growth during the past year. From the large number of buildings (mostly dwelling houses) that were being erected it was evident, even to the most casual observer, that we were having a very large influx of population. The publishers, in their statement, say that the volume contains 87,029 names, exclusive of names of firms or companies, which is an increase of 5,502 over last year. In past years the publishers have been in the habit of multiplying the names in the directory by three in order to ascertain the population. Now they conclude this would make the population of Toronto higher than it really is, and used 2⅞ as the multiple. This shows a population of 250,209, exclusive of the suburbs. Taking into consideration the large number of new houses and buildings that have been erected during the year 1899, it is a source of gratification that there are fewer vacant houses, stores and offices than there have been in any year for ten years past. In 1891 the directory contained 64,339 names, while there were 3,133 vacant houses, and 422 vacant stores and offices. This year there are 87,029 names recorded, and the number of vacant houses has dropped to 1,255, and vacant stores and offices to 316.

THE WAR in South Africa seems to have reached the turning point, and the operations of General Lord Roberts around Kimberley and Bloemfontien, and General Buller at Ladysmith, look as though they would both be crowned with success. With Kimberley and Ladysmith relieved, the British armies will be free to concentrate their strength upon whatever part of the Transvaal or Orange Free State they think offers the best opportunity of inflicting a blow upon the Boers. So far they have been forced to fight the Boers upon ground of their choosing; now, however, they will have something to say as to where battles shall be fought, as witness the fight with General Cronje's army, by which the Boers have suffered the worst reverse of the war. The Boers will now find that the British Army, tied down to relieve beleaguered towns such as Kimberley and Ladysmith by almost inaccessible routes entrenched and armed against them beforehand, is a very different quantity to reckon with than the same army when it is free to adopt their own tactics and methods of warfare. We shall probably see hereafter a very different state of affairs from what has hitherto obtained, and we shall be very much surprised if the stragtic movement of General Lord Roberts has not the result of changing the whole face of the campaign and bringing success and victory to the banners of Britain.

THE STRATHCONA HORSE.—The magnificent regiment of mounted scouts, organized amongst the Mounted Police, cowboys and ranchmen of the Canadian North-West, through the liberality of Lord Strathcona, who defrays the entire expense of their organization, equipment and transport to South Africa, has already been fully recruited, and before this reaches the eyes of our readers will have been mobilized at Ottawa and ready to take passage as soon as the transport is ready. Lord Strathcona has consented to the basis of the organization of his Contingent, proposed by Hon. Dr. Borden, Canadian Minister of Militia and Defence. Strathcona's Horse as now organized will number 25 officers, 36 non-commissioned officers and 470 men. The total number of horses to be taken will be 563. The Contingent will be divided into three complete squadrons, with three Maxim guns. The Elder-Dempster steamship, "Monterey," a very large boat, has been chartered as transport. Although the bulk of the recruiting has been done in the Territories, a few qualified men have been enrolled in the East who have had experience in the special work they will have to do. The Mounted Police have supplied a proportion of the officers, and others have been taken from the ranks of ranching civilians, who have served either in the police, the Imperial Army, or the Canadian Militia. Commissions will also be given, it is expected, to Eastern Canadians who are qualified.

ANNUAL MEETING OF THE HOLMES PROTECTION CO.—The thirteenth annual general meeting of the shareholders of the Holmes Protection Company, of Toronto, Limited, was held last month at the offices, Ellis Chambers, Melinda Street, and was well attended. Mr. W. Barclay McMurrich, Q.C., presided, and Mr. A. S. Wigmore acted as secretary. The annual statement presented by the directors for the year was received and adopted by the meeting. The results were highly satisfactory, showing a steady increase in the Company's revenue and a large increase in the number of subscribers employing the Holmes system. A hearty

For Spring Trade.

We have the most complete line carried in Canada. In addition to our regular line of

HOLLOW WARE,

to which we are adding a number of new and salable designs, we have the goods of the

Meriden Silver Plate Co., the Victor Silver Co. and the Derby Silver Co.

We also carry a full line of Sterling Silver, both Hollow Ware and Flat Ware.

The goods of the Meriden Cut Glass Co., which we carry, are too well and favorably known to the trade to require any comment.

In Flat Ware we have added some of the newer patterns of the Star Rogers Bro. Goods, of Waterbury, among them being the latest designs, the "New Century" pattern. Kindly give the lines a look over when our travellers call. They will certainly interest you.

Standard Silver Co.

TORONTO, CANADA.

vote of thanks was tendered to the President and Managing Director for the very efficient manner in which the affairs of the Company had been managed during the past year, and it was gratifying to know that their efforts had resulted in such a favorable report. Mr. McMurrich replied, expressing the pleasure it gave him to acknowledge the kind remarks that had been made, and thanking those present for their expressions. He further stated that the efficiency of the Holmes staff was a matter of no small moment; the major portion have been with the Company since its inauguration, and were a credit to the Company. The following gentlemen were elected Directors: W. Barclay McMurrich, Q.C., Thomas G. Blackstock, F. A. Ritchie, L. K. Cameron, A. S. Wigmore, A. J. Pattison and Bernard Jennings. At a subsequent meeting of the Board, W. B. McMurrich was elected President; F. A. Ritchie, Vice-President, and A. S. Wigmore, Managing Director.

DEATH OF MR. THOS. B. STEACY.—By the death of Mr. Thomas B. Steacy, of Brockville, on Sunday, February 4th, Canada loses one of her oldest and most enterprising retail jewelers and Brockville one of her best known and most respected business men. Mr. Steacy's name had been almost a household word throughout the wholesale jewelry trade of Canada for the past thirty-five or forty years, and by them he was always highly respected on account of his long business career and honorable dealing. Mr. Steacy was only ill about a week, his death being due to pneumonia, brought on by a severe cold. The following account of Mr. Steacy's career we clip from a Brockville exchange: "Thomas Boyd Steacy was a son of the late John Steacy, architect and contractor. He was born at Brockville, January 22nd, 1838. At an early age he learned the jewelry business, and when quite a young man commenced business on his own account. By sterling integrity and business tact he soon achieved an enviable position in the mercantile life of Brockville. The business conducted by him up to the time of his death was one of the best of the kind in Ontario. Deceased married Miss Dickieson, sister of the late Sheriff Dickieson, of this town. She died some years ago. By this union there were two children, both of whom survive. They are Mrs. W. A. Johnston, Montreal, and Mr. F. B. Steacy, of this town. The deceased is also survived by four brothers and four sisters. They include Mrs. McKenzie, of Buffalo, N.Y.; Misses Elizabeth, A. J. and R. J., of Brockville; Messrs. John G., of New York; R. G., of Yonge; Geo. & B. D., of Brockville. He was a Conservative in politics and an Anglican in religion, being an active member of St. Paul's church."

AMERICAN WATCH MOVEMENTS are already becoming more plentiful than before the holidays, although the supply cannot be said by any means to be equal to the demand. It is safe to say, however, that the next few months will see a considerable improvement in the situation, as all of the large American watch movement companies are straining every nerve to increase their production. One feature of the situation that calls for remark and congratulation is that the stringency has taught a great many of our jewelers that when they are put to it they can sell moderately high-grade movements just as freely and easily as seven-jeweled movements. This lesson has been badly needed for a long time by some of our jewelers, and now that they have learned it by experience we trust that they will not readily forget it. It is all right to sell a seven-jeweled movement if your customer either can't or won't afford to buy anything else, but if you can sell him a high-grade watch it will not only be a better investment for your customer, but do your business good in the long run. Nothing that we know of helps to build up a first-class jewelry business more certainly than selling high-grade watches at a fair and reasonable profit. Usually a person buys only one watch in a lifetime, and the jeweler should see that it is as good a one as he can afford to pay for. If he is only going to get one watch sale from each of his customers, he should see that it is high enough in price to afford him some profit, for on the high-grade watch he ought to make at least double the profit he does on the cheap one. In addition to this extra profit, the saving in repairs and the satisfaction that it gives the purchaser are all factors in the jeweler's business and either help to make or spoil it. As we said before, if this scarcity of watch movements does nothing else than teach jewelers to sell high-grade goods, it will have been a blessing in disguise.

THE NEWS from South Africa, on the 21st of last month, that twenty of our Canadian Contingent had been killed and sixty wounded in the attack on General Cronje's forces at Modder River is at once the saddest and most satisfactory that Canada has heard for many a long day. Sad, indeed, because so many young Canadians have offered up their lives for the honor of their country, but satisfactory because our men deported themselves like veterans under extremely trying conditions, and worthily upheld the best traditions of the race from which they sprang. Indeed, so gallant was their conduct on this occasion that they were honored by a special message to the Canadian Government from the Commander-in-Chief, General Lord Roberts, in which he commended their conduct under the murderous fire of that bloody day at Modder River. The Royal Canadian Regiment may now be classed as thoroughly efficient and they will without doubt worthily uphold and add to the honors they have already won. Our satisfaction in their gallant achievements is, however, tempered by the thought that so many of their bravest and their best were killed in this action, and that their death will bring sorrow and desolation to many a fond Canadian heart. To all such, the knowledge that they have the heartfelt sympathy of every man, woman and child in the Dominion should, and will no doubt, bring some comfort, but our united prayers should be that the great God, who is "too wise to err and too good to be unkind," will comfort and solace them in this hour of darkest trial.

"On fame's eternal camping-ground
Their silent tents are spread,
And glory guards with solemn sound
The bivouac of the dead."

Canada's brave sons may sleep beneath the African veldt, but their memory will ever live and their heroic death will ever serve as an inspiration to the youth of this Dominion to emulate their deeds whenever the country's honor demands their service. The effect of these losses on the country has been to brace up the people's nerves and, after the first shock was over, to determinedly decide to furnish as many more men as may be necessary to see this thing through. Offers of active service are pouring in from men all over the country, and the Government could without doubt raise ten thousand additional Canadian troops did the occasion demand it.

THE RELIEF OF KIMBERLEY, which took place on the 17th of February, after a hard siege of over four months, is one of the notable incidents of the present war, and is of more than usual interest to the jewelry trade of the world at large, inasmuch as it brings the diamond mines of that place, which dominate the world's markets in this line, measurably within reach of the public again. As our readers are aware, the possession and ownership of the celebrated Kimberley diamond mines was one of the things with which President Kruger baited the hook which tempted the Orange Free State to take sides with the Transvaal and declare war against a country against which they had no grievances whatever, and which had always treated them with the utmost fairness and consideration. The Boers aimed to get possession of Kimberley, with its valuable mines and the immense accumulation of uncut diamonds which the DeBeers Company were supposed to have stored away in their vaults. In addition to this, they were very anxious to get possession of the person of the Hon. Cecil Rhodes, ex-Premier of Cape Colony and the principal owner of these mines—the man who above all men they blame for thwarting them in their plans to drive the British out of South Africa altogether and turn it into a Boer country. So vindictive were the Boers against Mr. Rhodes that they had arranged after the capture of Kimberley to convey him to Pretoria as a prisoner and hold him for a ransom of $10,000,000. But they reckoned without their host, or rather without General Roberts, for within three days after he had put his troops in motion Kimberley had been relieved and the Boer army under the command of General

Cronje in hot retreat for Bloomfontein, with the victorious British troops hanging on to his flanks and rear and harassing him the whole way. Within three days of the time that General French entered Kimberley, that section of the country had not only been cleared of Boers, but railroad communication had been opened with Cape Colony, and things were reported to be fast assuming their normal anti-siege condition. Without doubt the mining industry, which is the principal mainstay of the place, will quickly be started up again, and it is only a question of a few months before the output of diamonds will again reach the regular average. It can hardly be expected, however, that prices will come down to the old anti-bellum figures for a considerable time to come, as the damage to the mines and machinery by artillery fire and their non-use must be paid for somehow, and will increase their cost to an appreciable extent. The siege of Kimberley is of such interest to the trade that the following particulars regarding it will be found of interest to our readers. It was invested by the Boers more than four months ago, and within the besieged town were 10,000 to 15,000 white people and as many blacks. At their command is wealth so vast the ordinary mind cannot grasp it. Stored in vaults are at least $40,000,000 worth of diamonds. Each day $100,000 could be taken from the earth in gems. Yet, with all this vast wealth, the people of Kimberley had been living on horse and mule meat since January 8th, and all rations had been cut to the minimum. During these four months the Boers had made no attempt to capture Kimberley by storm. Their purpose evidently was to starve the people out. There can be no doubt that they wanted possession of Kimberley. Had they captured it they would have had the wealth of its diamond mines—enough to pay the expenses of the war a dozen times over. The Boers also wanted Cecil Rhodes, who went there just before the breaking out of hostilities, declaring that he would be as safe there as in Piccadilly, London. The personal hatred of the Boers centres upon Rhodes. They recognize him as their arch enemy, the real cause of the war. They realized the importance of capturing the man of whom W. T. Stead wrote: "He is the greatest personage in the British Empire, bar two—the Queen and Lord Salisbury. He is the greatest man in the British Empire, bar one." Kimberley is 647 miles from Cape Town by railroad. It lies in a plain that stretches for miles in every direction, and is unbroken save towards the east, where there is a line of low hills. Its area is out of all ratio to its size. The streets are wide and the houses are detached, surrounded by yards. Land has little value save when diamonds are found. The town really surrounds a huge hole, the Wesselton mine, an opening 2,000 feet wide and 612 feet deep. Of course, everyone knows that the diamond trust formed by Cecil Rhodes in 1885 owns or controls nearly everything in Kimberley, in addition to the mines, which are inclosed in a great wire netting. The native workers are compelled to live in a compound, in order to minimize theft.



EXPERT WATCHMAKER and Engraver, also Optician; thirteen years' experience, age 27; salary $20 per week, thoroughly competent and reliable; Pacific Coast preferred. Address "Jeweler," 1015 4th Avenue, Seattle, Wash.

FOR SALE.—1 very fine all nickel jewelers' show case, ten feet long, two feet three inches wide and thirteen inches high, in good condition, price $25. Thos. C. Johnson & Sons, Halifax, N.S.

JEWELRY and optical business for sale—right man will make money; business well established, fine store, best stand in town of 1,300; best reasons for selling. Address A. Kleiser, 67 Yonge Street, Toronto.

JEWELRY and optical business for sale. Good town of eighteen hundred, immense surrounding country to draw from, large repair and optical trade; will reduce stock to suit purchaser or sell fixtures only, a rare opportunity for live man, move quick. Address W. A. Armstrong, Lucknow.

ONE of the best jewelry and watchmaker's businesses in Toronto; ill health cause, stock well bought and staple, will be reduced to suit; closest inspection invited; fine store, grand safe and fittings; taking up to $1,400 per month, at full profits, trial allowed, the chance of a lifetime. Apply 186 Queen West, Toronto.

SITUATION WANTED by a young man to learn the watch and jewelry trade, strictly temperate. Address G., Box 230, Collingwood, Ont.

SITUATION WANTED by young man as watchmaker, first-class, can also do engraving; best of references. Address Watchmaker, care of Empress Hotel, Toronto.

SHOP FURNITURE, counter cases, desk and regulator, in the stand so long and successfully occupied by me at Whitby, for sale cheap. Apply to John S. Barnard, 170 Dundas Street, London.

SITUATION WANTED by a watchmaker who has had ten years' experience at the bench, also experience as salesman; have good references and my own tools, with an American lathe. Address, H. A. B., 35 Midcaster Street, Barrie, Ont.

SITUATION WANTED.—As improver, by young man of 18 years, has had one year's experience at bench under first-class watchmaker and jeweler; wishes to get with good man to finish his trade, best of references from present employer. Address "Watchmaker," Box 288, Simcoe, Ont.

TO RENT—In the rising seaport town of Collingwood, which, by its geographical position, is destined to be a city in a few years, a watchmaker's and silversmith's store, on th ebest business street and on the best business side of the street. The store has been in that line of business for more than 20 years. Fixtures in store. Rent $8 per month; free of taxes. First month to a young man free to help him on in the world. Apply to J. Greaves, 56 Melbourn avenue, Toronto, or to A. W. S. Cunningham, Town Hall, Collingwood

WANTED.—A fairly good second-hand guitar. Write giving description and price. J. A. Vandewater, Yarker, Ont.

WATCHMAKER.—Strictly temperate; state experience, references, wages, etc.; steady work. A. M. Cooke, Port Arthur, Ont.

WATCHMAKERS' American Lathe and Attachments, etc., first-class order, at a bargain. For particulars, etc., apply W. Blake Dobson, 58 Homewood Avenue, Toronto.

WATCHMAKER WANTED.—We have a permanent situation for a good mechanic, single man preferred, must have A1 references as to ability and character. Apply to A. Ross & Co., Port Arthur, Ont.

WANTED.—Position as watchmaker, jeweler and optician by first-class man, with twelve years' experience, very best references given, Toronto preferred. Apply W. Blake Dobson, 58 Homewood Avenue, Toronto.

WANTED.—A young man, unmarried, who has served his time with a competent watchmaker, also having some idea about repairing jewelry, he must be able to give good references as to character and workmanship, also furnish his own tools. Apply to D. K. Cook, Russell, Ont.

THE LEDOS MANUFACTURING CO.,

Makers of

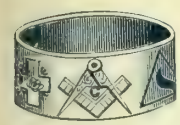
WATCH CASE MATERIALS,

CROWNS, PENDANTS, BOWS, SOLDERS, FINDINGS, Etc.

ASK YOUR JOBBER FOR OUR GOODS.

34 and 36 Pearl St., NEWARK, N.J., U.S.A.

J. H. JACKSON & CO.



Jewelry Engraving and Enameling in all branches

Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and Ornamental Work.

Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.



9½ Adelaide Street East, TORONTO.

Use Liquid Amber



For repairing any broken article made of stone, marble, onyx, china, amber or pearl.

Price 25c.

Ask the Jobbers for it.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glassware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof

that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1871, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.

Estimates furnished for Tower Clocks.

Jewelers' Security Alliance of Canada.

President :
GEO. PRINGLE, Guelph.
Vice-Presidents :
F. C. CLARINGBOWL, Hamilton. A. MOFFATT, Brantford.
J. T. SKALES, Mt. Forest.
Treasurer:
BEN. CHAPMAN, Toronto.

1900 FEE FOR NEW MEMBERS $2.00.

SEND IN YOUR APPLICATION AT ONCE.
ED. BEETON, Secretary,
47 Adelaide Street East, TORONTO.

"Special" Genuine Waltham A.K. Mainsprings.



No. 2203—18 Size—New Model.
" 2204—18 " —O.F. Narrow Barrel.
" 2205—18 " —Pendant Set.
" 2222—18 " —Vanguard.
" 2208—16 " —Hunting or Open Face.
" 2223—14 " —Bond St. Steel Barrel.
" 2224—12 " —Steel Barrel.
" 2219— 6 " —Pendant Set Steel Barrel.
" 2216— 1 "
" 2217— 6 " —Pendant Set.
" 2215— 6 and 8.
" 2220— 0 Size—Pendant Set.
Elgin 18, 16, 6 and 0 Size.

Mailed, Prepaid, in Tin Box, as per cut, on Receipt of Price, 75c. per doz.

ALBERT KLEISER,

Importer of Watchmakers' Tools and Materials. 67 YONGE ST., TORONTO.

Our Advertisement

Of "Special" Genuine Waltham Mainsprings has attracted the notice of the trade. But in case the November Trader should have been mislaid, we repeat the statement that we have now on hand a Special Genuine Waltham Mainspring, made expressly for us and to suit the most exacting requirements of the Canadian trade.

They are put up in metal boxes, 1 doz. springs in each, giving the watch-maker a convenient way of keeping his stock of springs.

We have the following numbers:

No. 2220 for 0 size.
" 2219 " 6 "
" 2218 " 16 "
" 2203 " 18 "
" 2205 " 18 "
" 2222 " Vanguard Model.

75c. A DOZEN
IN METAL BOXES.

MAILED, PREPAID, ON RECEIPT OF PRICE.

EDMUND EAVES,

WHOLESALE AND MANUFACTURING JEWELER,

"The One Day Repair Shop,"

MONTREAL.

OFFICE AND SALESROOMS:
185 St. James Street,
Temple Building.

FACTORY:
13 St. George Street.

Sole Agents in Canada
for the
Celebrated
JAS. BOSS
GOLD FILLED
CASES.

YOU WILL
MAKE A
COSTLY MISTAKE

if you purchase spring case stock before seeing the latest styles and patterns of Jas. Boss Filled and other cases made by The Keystone Watch Case Co. You cannot possibly know the latest and fanciest in cases without seeing these lines. An inspection of them is a watch case education, and necessary to intelligent buyers.

SEE THEM ANYHOW. BUY IF YOU CHOOSE.

Most Comprehensive Selections in
all Canada, in

Elgin and Waltham Movements.

—Also in—

DIAMOND GOODS, NOVELTIES,
JEWELRY, MUSICAL INSTRUMENTS, etc.
CLOCKS, LEATHER GOODS,
SILVERWARE, EBONY GOODS,
DORFLINGER'S CUT GLASS,
PATENT WATER BOTTLE.

Everything the Jeweler needs in his business that is NEW.

JAMES A. PITTS,

Rooms 222, 224, 226 Temple Building,
. . . MONTREAL . . .

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

AND

Manufacturers' Agents.

Selling Agents for Ansonia Clock Company,
NEW YORK.
American Waltham Watch Company,
WALTHAM. MASS.
American Watch Case Co.,
TORONTO.
Roden Bros., Sterling Silver,
TORONTO.
Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.

31 Welbn E.





The T. H. LEE & SON CO., Limited, TORONTO,
AGENTS FOR CANADA.

Ingraham Clocks. . .



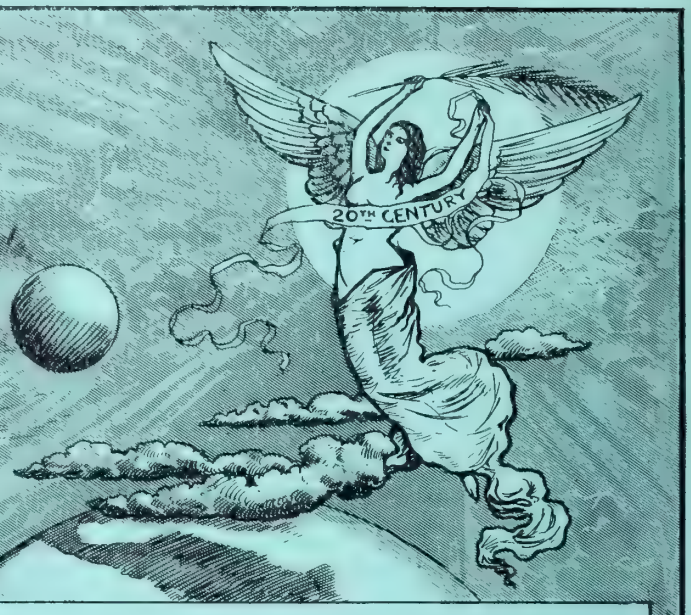


1091.

WADSWORTH CASES.

THE T. H. LEE & SON CO.,
LIMITED,
1 Wellington Street East,
TORONTO.

20TH CENTURY JEWELERS' HERALD





We
ask
you to look
in the pages of the

20th Century
Jewelers' Herald
for March, 1900.

This Journal is published in your interest fully as much as in that of its publishers.

P. W. ELLIS & CO. TORONTO.

Have You Seen

the new H. & A. S. Unbreakable Collar Button and Stud in Gold, Silver and fine 1-10 Plate?

Our New Line of

Pearl Jewelry

has claimed our special attention this season.
Our range of patterns in Scarf Pins, Brooches and Pendants is unexcelled.

Fine Rope Chains a Specialty.

H. & A. SAUNDERS,

Manufacturers of Artistic Gold Jewelry, Solid Gold and High Grade Seamless Gold Filled Chains.

Address all communications to office:
20 & 22
ADELAIDE STREET W.

TORONTO, ONT.

FOR 1900.

Although this year does not open the 20th century, it will inaugurate a great many changes and improvements in our business.

We propose, as heretofore, to head the procession of Canadian jewelry manufacturers, and to furnish the trade with goods that will not only sell at sight, but on which you can make good money.

Our New Lines

are now ready. Our styles are thoroughly up-to-date, our quality and finish are unequalled in Canada, while our prices are always right.

Remember that by buying from us you save the entire duty paid upon similar imported goods.

We invite your inspection, not only of our jewelry, but of our stock of Diamonds, Pearls and Precious Stones of all kinds. Our arrangements in Europe for the purchase of these goods places us at the head of the Precious Stone business in Canada, and we propose to give our customers the full benefit of our facilities.

CALL AND SEE US WHEN IN THE CITY.

SAUNDERS, LORIE & CO.,

Manufacturers of
FINE GOLD AND SILVER JEWELRY,

114 BAY STREET, - - - TORONTO.

The Trader & Canadian Jeweler

TORONTO, ONT., APRIL, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.

EDITORIAL

REGISTER YOUR PARCELS.

WE think that every jeweler should make it an invariable rule to *register* every package he sends out of his place by mail.

The mailing facilities are now so rapid and inexpensive that they have in a large measure taken the carrying of small packages out of the hands of the express companies. While they are inexpensive, however, there is still the danger, and a real one it is, that occasionally a parcel will go astray, either through misdirection or through the fault of the post office. Unless the parcel is registered there is no means whatever of ascertaining what has become of it. The post office authorities say, "if it came we of course delivered it, and we know nothing more about it," and there the matter will end as far as they are concerned, and you will probably be out the contents of your parcel.

In such a case the sender often thinks the firm to whom it was addressed should be responsible in some way for the loss, and he can hardly be made to believe sometimes that the parcel was not received all right, but lost or mislaid through the carelessness of the receiver.

In all cases where a parcel is sent *unregistered*, the sender should be obliged to stand all the loss and that without any question if that parcel goes astray.

The only way to prevent such losses is to *register all parcels.* When a parcel is registered not only is there more care exercised in handling it, but a written receipt is always taken for it on delivery, which is available as a proof of who is really responsible for the loss.

We have heard of several cases of lost packages during the past few months, all of which have occasioned loss and no little inconvenience, and all of which might have been avoided had the parcels been registered. This is only a very small matter we know, but it is these small matters sometimes that cause trouble and discord between the buyer and seller where none should exist, or indeed is necessary, were common prudence exercised.

SHALL WE STOP ADVERTISING?

TO the up-to-date business man advertising, and when we say advertising we mean advertising with brains in it, is the life of his business. He would just as soon think of stopping his expense for sweeping, cleaning or insurance against fire, as his advertising. Why? Simply because he has learned from experience that it pays him to advertise, and that, provided it is done properly and judiciously, no money he spends brings him a better return.

Some people have an idea that they can afford to do without advertising in good times. The result is that when hard times come around they are generally too poor to pay for it, and even if they were, it is often left until it is too late to be of much benefit to help in propping up a decaying business.

To be really effective, advertising must not only be brainy, but continuous. You must keep your name before the public right straight along, as well as always have something new to say to them. This is well illustrated in the following small skit which has been going the rounds of the press recently:

"Shall we stop our advertising for a while now?

This is a question that some business men are apt to ask themselves.

Suppose your engineer asked you:

"Shall I stop putting coal on my fires, sir?"

What would you reply?

Why no—unless you want the engines to stop."

The advertiser who thinks of discontinuing may argue, "We have been advertising so long and so steadily that our name and specialties are well known, and we intend to advertise again when business is better in our line than it appears to be now; in the meantime our business won't stop."

No; neither will the engine stop the minute the men suspend shovelling in the coal. The point is, however, that when the engine is to be started again, ten times as much will have been lost in power as had been saved in fuel or feed.

Using up reserve force never pays.

It is a loss however it may be looked at. The buying public is prone to forget. It is, moreover, much more difficult and much more expensive to regain a lost customer than to prevent him straying away.

THE TRADE

"TWO WARS."

WE publish elsewhere in this issue an editorial article with the above caption from the columns of the December issue of our contemporary, the *Manufacturing Jeweler*, of Providence, which is so wide of the actual facts that we think it calls for some comment.

The editor of the *Manufacturing Jeweler* is evidently not only strongly pro-Boer, but one who has failed to acquaint himself with the facts of the case before he trotted out his editorial opinion.

Passing over the early part of his article where he states that every battle that had been fought has either resulted in a British defeat or else has been a drawn contest, we need only say that his memory must be exceedingly short if he failed to remember the British victories of Dundee, Elandslaagte, Belmont, Gras Pan and the Modder, in all of which the Boers were driven from entrenched positions of their own choosing and by frontal attacks in the face of apparently insuperable difficulties. One has only to read the letters of even the American war correspondents, such as Ralph Julian, to learn that these achievements of British soldiers were not only executed under the foregoing circumstances, but that their gallantry and heroism has never been excelled in the annals of war.

The further statement that the reason for British reverses lies in the fact that her soldiers being such by profession, have no heart in the work, while their Boer adversaries are one and all fired with enthusiasm in defence of their country and homes, is so absurd as only to be stated to carry its own refutation to any one conversant with the facts. It is a well known fact that never has the morale of the British army been so high as it is at the present time. The short term service and the constant army reforms have so improved the condition of the British soldier that it is now possible to get recruits of a much higher class than formerly. The abolition of commission by purchase and the granting of them for conspicuous gallantry to those who have risen from the ranks, has imbued the entire army with a spirit of emulation and devotion to duty. But away beyond all this the editor of the *Manufacturing Jeweler* must certainly have forgotten that over 30,000 colonial troops are fighting shoulder to shoulder with those of the mother country in defence of the old flag in South Africa. Was it not because their hearts were thoroughly in the work that Canada, Australia and New Zealand have sent 6,000 of their bravest and their best almost half way around the earth to battle for the integrity of the Empire of which they are proud to form a part? But even without the volunteer troops from these far away colonies, what shall be said about the 25,000 colonists of Cape Colony and Natal who have taken up arms and are bravely fighting in defence of their country. Are they fighting for hire—rather are they not fighting for their homes, seeing that up to the present almost all the fighting has been done to resist the invasion of British territory.

No, the real reason for British reverses has been, that the Boer ultimatum was made at a time when *they* were fully ready for war, having, as every well-informed person knows, been steadily preparing for the past ten years for this very eventuality, whereas the British, expecting that the matter would be solved by diplomacy instead of the sword, were quite unprepared to commence an aggressive campaign at once. The outbreak of hostilities found the Boers fully ready and everything was in their favor. They outnumbered the British troops five to one, they were armed with the best rifles and guns that human ingenuity could invent or money could purchase. They knew every foot of the country as a boy knows his A, B, C's, and last but not least they were guided by the advice of ablest military men that the armies of continental Europe could furnish. With everything in their favor, and only a mere handful of "*hired professional British soldiers* to oppose them, why was it that they did not sweep over the whole of Natal from Majuba to Durban as they boasted they would at the opening of the war. Why was it that Gen. White and his intrepid 12,000 British soldiers was able to stem the Boer invasion of Natal and hold an army of probably 35,000 Boers at bay for over four months until Gen. Buller was able to mass enough men to carry what was considered to be impregnable positions and relieve the beleaguered garrison. The fact is that although the Boers are splendid fighters to hold entrenched positions, they have little heart for attack. At Ladysmith, Kimberley and Mafeking, all of which places they have been besieging for months with forces probably three times as large as the garrisons, they have simply waited around like packs of hungry wolves and trusted to their "Long Toms" and starvation to compel them to surrender. If the battles of Dundee, Elanslaagte, Belmont and the Modder are any criterion, we are safe in asserting that had the positions of the besiegers and besieged at Ladysmith, Kimberley and Mafeking been reversed, the British would have stormed and taken all three places within a week after they were invested.

The most peculiar statement in the whole article is that, "The conditions on both sides are too nearly parallel with the conditions which existed in this country in 1775 and 1776 for whole-souled Americans to waste much sympathy upon a country which is trying to destroy two free republics. Senator Mason, of Illinois, erratic and bombastic as he is at times, certainly struck a true and popular chord in his speech in the Senate on this subject." This statement is so utterly opposed to the actual facts that, did not the article bear evidence of the editor's sincerity, we should say that he was poking fun at the credulity of his readers; it seems to be either this, or an evidence, as Mark Twain would put it, of his dense comprehensive ignorance of the question. If he had stated that the condition of the British and other outlander residents in the Transvaal was somewhat similar to that of the American colonists in 1775-6 he would have been somewhat near the truth, but even this would have failed to give a fair idea of one-tenth of the wrongs and injustice under which they suffered from their Boer oppressors. The editor of the *Manufacturing Jeweler* has evidently not studied the merits of this controversy at all, for had he read the current literature upon the subject he never could have served up such rubbish to his readers as he has done in this article. We are satisfied that no other people in the world than those of Great Britain would have stood one-half of the ill treatment that they have stood for the past six years from a half civilized

people governed by an oligarchy masquerading under the name of a republic. President Kruger and his hangers on presumed upon the well known tolerance of the British Government until their cup of iniquity was brimful, and if Britain at last took a firm stand on the matter it was only because it was forced upon her by the impertinence of a country which owes its very existence to British blood, British money and British fair mindedness. The contrast between the freedom and tolerance extended by Great Britain to the Boer population of Natal and Cape Colony where Britons and Boers have equal privileges and equal rights, is curiously suggestive when compared with the way in which these same rights and privileges have been trampled under foot by the Transvaal Government, and the British Government would have been recreant to its own honorable traditions and the duties it owes to civilization, had it not at last undertaken to vindicate the rights of its downtrodden subjects in South Africa.

We are loth to believe the statement of the editor of the *Manufacturing Jeweler* in regard to Senator Morgan's speech being a reflex of American opinion in regard to the South African war. If it is, it only shows how easily the masses of the people can be misled by political demagogues who are always willing to sacrifice truth for votes no matter what the consequences may be. We prefer rather to believe that the heart of the American people is with Great Britain in her struggle against oppression, and that their real sentiments are better expressed by such men as General Alger, late Secretary of War, or Captain A. T. Mahan, the foremost naval writer of the present day, than by such demagogues as Senator Mason, Colonel Bryant, or even Congressman Finnerty. In a recent number of the *North American Review*, Capt. Mahan has an article on the Transvaal war in which he examines Britain's course of action from the standpoints of rights, duty, and policy, and finds it justified on all these grounds. His concluding words as to Britain's imperative *duty* to take action in the interests of its citizens in South Africa are so pertinent and convincing that we reproduce them. "A government is not worthy to live that, having shown to all its subjects the impartiality and liberality which Great Britain has to British and Dutch alike throughout South Africa, should supinely acquiesce in the conditions of the Transvaal as depicted, or fail to take heed that the Dutch Africander, as a class, has so little learned the lessons of political justice and true liberty that his sympathies are with the Boer oppresser rather than with the Uitlander oppressed. Under such conditions it would have been Imperial suicide to have allowed the well known, though undervalued, military preparations of the Transvaal to pass unnoticed, defiant oppression to continue, and race disaffection to come to a head, until the formidable moment for revolt should be found in a day of Imperial embarrassment. To every subject of the Empire, the Government owed it to settle at once the question, and to establish its own paramountcy on a basis that cannot be shaken lightly."

In regard to the concluding part of the *Manufacturing Jeweler's* article, making a comparison between the American Filipino war and the British-Boer war, we will only say with Mrs. Malaprop, "comparisons are odorous." You can't compare them, because they are thoroughly dissimilar in every particular. Although the United States ran up against what is probably the rottenest fighting nation on the face of the globe when they tackled Spain, we hold they were none the less justified in their war or deserving of credit on that account And so it is in the case of the conquest of the Phillipines. It's certainly like fighting fleas, but it's got to be done, and it will be thoroughly done before they stop; and civilization undoubtedly will be a gainer thereby in the long run.

In conclusion, we may be allowed to quote the last three sentences of the *Manufacturing Jeweler's* article, and substitute the words Boer and British for Filipino and American, with which changes they will be just as true and as pertinent to the South African situation as the original is to that of the Phillipines: "The South African Boers themselves, outside of a few leaders who hoped to achieve distinction and wealth by founding an independent nation, are more than satisfied to have the protection of the British flag. Wherever the British flag goes, there also go education, civilization and increasing wealth. In ten years from now the people of South Africa will be as loyal adherents of Great Britain as are the citizens of Canada or Australia."

THE New York Standard Watch Co. recently filed in the office of the Secretary of State papers for a voluntary dissolution of the corporation under Section 57 of the Stock Corporation law. The business is now conducted by a corporation formed under the New Jersey laws.

TO GET MEDALS.—Washington, D.C., Feb. 28.—A joint resolution has been introduced in Congress authorizing the Secretary of the Navy to make arrangements to have bronze medals struck off, commemorative of the naval battle of Santiago, at an estimated cost of $20,000; the medals to be distributed to the officers and men of the ships of the North Atlantic Squadron who participated in that battle on July 3, 1898.

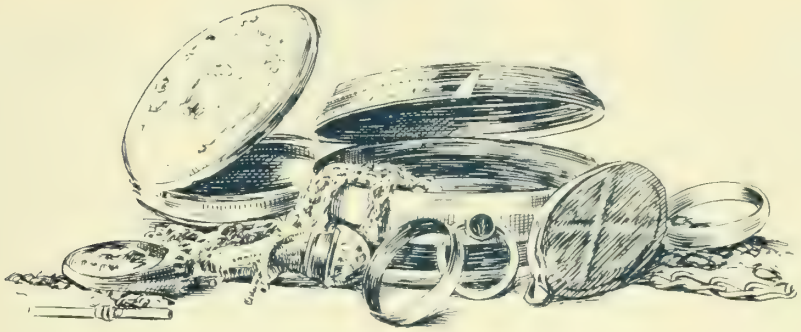
ENGRAVERS' STRIKE SETTLED.—Sag Harbor, L.I., March 17.—The strike of the engravers of the Fahys Watch Case factory has been settled and all the employees who have not left town to seek employment in union shops resumed work in their department this morning. Executive Officer Hurling and the local strike committee conferred with manager H. F. Cook, and the outcome is that the men and the apprenctice boys go back on the same time schedule and pay per week.

MOTION DENIED.—A motion to advance the case of the Elgin National Watch Co. versus the Illinois National Watch Co., now on the Supreme Court calendar, has been denied by the chief justice. This is a case that came from the Seventh United States Circuit of Illinois and is an issue over the right to the name "Elgin" as a trade mark. The question hung on the contention that the name of a town or city could not be an exclusive trade mark. The plaintiff company sued the defendant company for using that word in behalf of its trade, and the case has gone from the lower courts up to the Supreme Court of the United States for final adjudication. The denial of the motion for advance will postpone the hearing of the case for a long period.



Sterling Silver and Sterling Silver Gilt, Enamelled Brooches, Stick Pins, Hat Pins, Etc.

GEO. H. LEES & CO., Jewelry . . . Manufacturers
HAMILTON, ONT.



More or less OLD GOLD comes into every jeweler's hands. In no way can it be better disposed of than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



If our offer should not be satisfactory the gold will be returned in the same condition as received, so that there is no risk of not getting full value.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

GEO. H. LEES & CO.,

Gold Refiners. Hamilton, Ontario.

NEW GOODS for 1900.

We desire to inform the jewelry trade of Canada that we are now fairly settled down in our new premises, 50 Bay Street, Toronto, where we are showing the largest and most complete line of

STERLING SILVER GOODS

ever seen in Canada. These consist of Staple and Fancy Articles in Flat and Hollow ware, specially adapted for the Jewelry Trade. Our styles are the newest and most elegant ever offered to the Canadian jewelry trade, and our prices are right as usual.

WM. ROGERS' FLAT WARE, WM ROGERS. 1847

as every jeweler knows by experience who has handled it, is the best on the Canadian market. The prices are exactly the same as ordinary goods of other makers, while the styles and finish are unexcelled. They are profitable goods to handle and are sure to make customers for you.

SIMPSON, HALL, MILLER & CO.,

A. J. WHIMBEY, Manager,

Manufacturers of Fine Electro Plate and Sterling Silver Flat and Hollow Ware.

50 BAY ST., TORONTO.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

In spite of all the pessimists in the world, mankind was never more ready to appreciate great deeds than it is to-day. The British Empire has afforded many striking instances of this during the past stirring months, with their repulses and victories and deeds of heroism and splendid valor. But apart from the deeds in the field, the deed that has aroused the sentiment of the empire in general more than any other single thing, is the equipment and maintenance in the field of about six hundred mounted men by Lord Strathcona. To equip and maintain and send seven thousand miles over the seas such a body of men and for such a purpose is unprecedented in the history of the world, and it is no wonder that it has aroused enthusiastic admiration. In Montreal especially, where we know Lord Strathcona so well, and have so many reasons to admire his princely philanthropy, his present patriotic munificence has warmed the hearts of everybody, and when it was learned that his force would stop over here and parade our streets, we all prepared to give it a royal greeting. A public holiday was declared, there were as many flags and flowers as on Jubilee Day, and the streets for miles were lined with crowds of cheering citizens. Old and young, rich and poor, of both sexes joined in the celebration, and it was certainly a sight that those who saw it will never forget. As a contemporary says: "His Lordship is a Montreal citizen; he is President of the Bank of Montreal; he is Chancellor of the chief university of Montreal; he gave a princely sum towards the erection of this city's noblest hospital; he has given munificent donations to all our leading institutions of benevolence; he erected, at his own cost, one of the handsomest and best equipped ladies' colleges in the world; his capital fructifies a number of mercantile enterprises, and largely to him is due the construction of the Canadian Pacific Railway. Not content with such services he, for years, has devoted his energies, his wealth, his talents, to the duties of the official representative of Canada at the Metropolis of the Empire, which he has done so much to consolidate, to strengthen, to honor, by a noble example. The sturdy troopers we welcomed were drawn from all parts of an area larger than any European country. Some of them had traversed hundreds of miles on foot over ice and snow of a region fringing the arctic circle. Others were drafted on the prairies, or in the mining districts of the North-West and British Columbia. From farms and offices and colleges others were recruited, all of them the cream of Canada's manhood, and all inspired with devotion to the British Crown, as 'Soldiers of the Queen.'" The spectators cannot have been fewer than 150,000, as for four miles the sidewalks were packed three to four and five and six deep, and every window and coign of vantage were bright with the smiling faces of innumerable women. As for flags, one store alone sold over five thousand Union Jacks, and among the most richly decorated stores were those of the jewelers, many of whom closed up for the afternoon. Truly Monday, March 12, will be a day long remembered in Montreal.

Messrs. Poulin & Co., jewelers, Quebec, whose recent business troubles we noted, have dissolved, and the business in future will be continued by Frederick B. Poulin, under the style of P. E. Poulin & Son.

One of the notable local events of recent date has been the burning down of the Theatre Francais and some adjacent properties on St. Catherine Street East. Among the sufferers were Mr. Jean M. Grothe, jeweler, whose loss was $7,000, insured, and Rosenthal & Co., jewelers, whose loss was $5,000, insured. Fortunately the theatre was empty at the time and no lives were lost.

The many friends of Mr. Alfred Eaves will regret to learn that he has been confined to his apartments at the Windsor Hotel with an attack of bronchitis for about a fortnight, but, happily, he is now convalescent.

Trooper Andrew James Halcro, C. Squadron, Strathcona's Horse, is oldest son of Capt. W. Frank Halcro, Hudson, Que., and is twenty-three years of age. Six years ago he was employed by the Montreal Watch Case Co., and for some time after was a member of the Duke of York's Hussars, Montreal. He left two years ago for Rossland and Nelson as assayer in the mines, and there experienced what roughing it means. Thence he joined his present troop. He was given a great send off by his old friends.

Mr. Richardson, jeweler, Granby, Que., has had his stock damaged by fire. Fortunately it was insured.

Messrs P. F. Bowen & Co., are also recent sufferers by fire, having had their stock burnt out. Fortunately, in this case, too, the insurance had been attended to.

Messrs. Barre Bros. & Co., Ltd., have now definitely decided to remove to Montreal. Judging from their past career they may be expected to make things "hum."

Vezina Victor has registered as proprietress of the firm of Adj. Vaillaincourt & Cie, jewelers, Montreal.

Mr. Jacob Levy, representing Levy Bros. & Co., Hamilton, was in Montreal during March.

The many friends of Mr. Jas. A. Pitts, jobber, Temple Building, Montreal, will regret to learn of the continued illness of Mrs. Pitts in New York.

The familiar face of Mr. Walter Barr was seen being carried around the streets of our city last month on the same sturdy old pair of stilts.

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

Mr. Chas. Liffiton has accepted a position with the Montreal Watch Case Co. He is a son of Mr. W. T. Liffiton, of the old firm of Liffiton & Chandler, the same having been former clerks of Mr. John H. Jones. Charles has been travelling for his father.

There are two items of news concerning the American Waltham Watch Co.'s office in Montreal which will be read with great interest. The first is that "Tommy" Mackenzie, the alert and notable shipper, has discarded short "knickers" for long "pants." Tommy sought to change his spots in a most inostentatious manner, for he is a modest lad, but Mr. Harmon was not going to let such an auspicious occasion pass without some demonstration, and, so, Tommy, that same day, found that he had a surprising number of journeys to make to the wholesale trade and was astonished when he found what an interest was being taken in his "breeches." Tommy, however, was rewarded with several handsome testimonials, and by the time night had come had grown several feet taller. The other item of much interest is that Mr. Thomas McGovern Robertson, the able watch doctor of the firm, accompanied Mr. Harmon to Boston. It was Mr. Robertson's second visit to the canned bean and tomato sauce city, but as he still remains innocent of urban wiles (a very exceptional case) Mr. Harmon toted him along so as to keep his innocence still free from stain. That was surely true philanthropy!

A ghastly discovery was made shortly after one o'clock on the afternoon of March 19, by Aime Martin, a young man who was employed for some months as clerk and assistant to J. B. Boivin, watchmaker and jeweler, 1578 Notre Dame Street, corner of St. Vincent. Mr. Boivin was to have left for St. Vincent on Thursday night, and his clerk went to the store as usual on Friday and Saturday, but as he supposed his employer was at St. Hyacinthe, he did not trouble about his non-appearance. This afternoon, however, as Mr. Boivin was to have come home the previous evening, the young man, after dinner, went to his employer's apartments, only to find him stretched out dead, and with every appearance of having been there some days. The body was just beginning to decompose. Young Martin immediately ran for assistance, and the police and coroner were notified. Mr. Boivin was originally from St. Hyacinthe, and was about forty years old.

Mr. Archibald Blue, of the Ontario Bureau of Mines, has received a letter from Mr. George Edwards, the millionaire silverware manufacturer, of Bridgeport, Conn., saying that the corundum lands which he controls in Eastern Ontario will be at once developed. He states that orders have been given for the erection of a building and equipment on the York branch, a tributary of the Madawaska, in the Township of Raglan, on which corundum has been discovered.

The Ville Marie Bank case has given Montreal and the Dominion many surprises, and the recent trial of Baxter and Lemieux for conspiracy to rob the bank has furnished another. Before a jury could be empanelled, it was necessary to call two hundred tailsmen, including some of the most prominent citizens, a fact almost unprecedented in the history of celebrated cases. As a side issue of interest, the demand of assignment upon Baxter, made by R. Ridgeway, recalls the failure of J. B. Williamson. Baxter is contesting the demand, alleging among other things that Ridgeway holds as security large quantities of diamonds and precious stones and jewels of a value far in excess of any pretended or alleged claim which he may have against Baxter, or J. B. Williamson, whose name appears upon the back of the note. It will be remembered it was the discovery through the Ville Marie Bank case that Williamson was in the hands of the money lenders which was the immediate cause of his being forced to assign.

Mr. Jas. A. Pitts, with his usual up-to-date energy and foresight, has added a full line of photographic supplies to his already large assortment of stock. He has engaged Mr. Rice, an expert, to push this business.

Mr. Goldenstein is looking for bigger (family) premises. Thus do the coming of the little ones ever add a story to the houses our wives choose for us and increase the size of our front doors.

Mr. Robert McKenzie, of Smith, Patterson & Co.; and formerly with the American Waltham Watch Co., was in the parade with Lord Strathcona's Horse, in his capacity as a Highland Cadet. "Tommy," his brother, although not a member of any regiment, tramped around the city just the same, and displayed the greatest enthusiasm.

All the wholesale jewelers closed during the reception of Lord Strathcona's Horse.

The store of Mr. M. Cochenthaler was one of the most profusely and tastefully decorated of any in the city during the reception of Lord Strathcona's Horse, and on St. Patrick's Day.

The city of Montreal was green all through on St. Patrick's Day and the people turned out as a body. Irish flags floated on every street and almost everyone wore the "dear little shamrock." The Irish soldiers have done nobly in South Africa, and the command of Her Majesty that Irish regiment shall wear the Shamrock is a fitting recognition and will do more to foster good feeling and further the union of hearts than a bushel of acts of parliament. Englishmen, Scotchmen and others who would never wear the shamrock when it was too often taken to be the emblem of disloyalty, will now cheerfully sport it on every anniversary of Ireland's patron saint.

We have in Canada gold, silver, nickel, iron, copper, lead and coal in abundance; it is probable that we have in our corundum deposits some sapphires. Mr. Blue, of the Ontario Bureau of Mines, now tells us that there are most likely diamonds in Ontario. It seems very probable that soon the jeweler will not have to go farther than the Dominion for any of his materials.

So far as the snow is concerned and so far as Montreal is concerned, the last part of the winter has been of the old-fashioned sort and the streets of our city are a sight for the gods and little fishes. On many of them the "beautiful" is piled up seven or eight feet high, and what we shall do when the spring thaw sets in in earnest Thor himself only can tell. Already when the sun is out for a few hours good old Craig Street is a morass and a quagmire and a deep dark raging torrent all in one, and if no one is drowned presently it will only be because of the interposition of a kind Providence.

HOCHELAGA.



OUR SUCCESS IS THE TRIUMPH OF PRINCIPLE.

This success with its consequent expansion has rendered necessary the occupation of larger premises which we have secured at

24 Adelaide Street West,

where we occupy the entire building, affording us nearly 10,000 square feet of floor space.

We work from the principle that our customers' interests and our own are identical.

We do not force on them unsalable or undesirable merchandise.

When goods bought from us prove unsalable we find pleasure in exchanging, always allowing full price for goods we take back.

This, of course, does not apply to prescriptions or wares made especially for customer.

OUR CUSTOMERS ARE OUR FRIENDS.

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"Knowledge is power."—Bacon.

"So rapid has been the growth of optical knowledge and so recent and numerous its great discoveries that the efficiency of yesterday becomes the incompetency of to-day."—Cohen Brothers.

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Jebb Optometer

is an instrument capable of diagnosing defects and **accurately measuring** the refractive errors in the eye promptly, and without the use of a Mydriatic.

Simplicity and **accuracy** are the two leading features.

Correct results arrived at by a simpler and quicker method.

Simplicity and accuracy in testing children's eyesight.



All other instruments aim at the correction of imperfect vision, but the **Jebb Optometer** reveals the true condition and makes it easy and quick to select the correct lens.

The only Optometer made confining the whole within itself, as the instrument renders rays of light parallel within the length of the tube, thus making the twenty feet usually used for test cards superfluous.

NO ONE CAN AFFORD TO BE WITHOUT IT if he desires to keep pace with refractive science.

For Sale by All Leading Jobbers, or address the Inventor,

THOS. B. JEBB, = = = = = ORILLIA, ONT.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John S. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

A. C., Ont.: "A lady fifty years of age required a pair of plus 3 D.S. for reading and near work. She came back in about a week complaining that they made her eyes ache. She brought her old ones with her which she had used for about four years, they were twenty-six inches. I gave her instead of plus 3 D.S. a pair of plus 2½ D.S., supposing that on account of her using the weak glasses so long that she could not stand the plus 3 D.S. Would this be the trouble? I have had several cases like this."

Your views in this case are no doubt correct. A change from her ordinary glasses to the plus 3 D.S. was more than she could stand. In all cases of Presbyopia we endeavor to ascertain what glasses have been worn and usually find that about one-half or three-fourths D.S. stronger is all that can be worn with comfort, although in some cases the test calls for one or two D. stronger. The reason why such cases occur is most probably due to disturbing the harmony that has evidently existed between Accommodation and Convergence.

B.T.L., Ont.: "Why should not more than one-half the prism correction be given and that divided between both eyes? What is the reason for not giving the full amount?"

Suppose you have a case of latent Convergent Strabismis in which the total amount of latent Convergence is ten degrees. When the full correction is placed before the eyes it will be impossible for the eyes to turn to the right or to the left without meeting with double vision. In many instances Diplopia will be produced by the slightest turn of the eyes to either side. Such lenses would not be satisfactory to any patient, and consequently it is necessary to give a partial correction. It has been found by experience that a half correction gives the best satisfaction in the majority of cases and it is necessary that this half correction, which in this case would be five degrees, be divided equally between the two eyes. In this case we would place a two and one-half or three degree prism before each eye base out, to be worn for distant vision, as the patient will find it easier to remove the prisms for reading. In many cases a pair of one degree prisms cannot be borne by the patient because of the peculiar effect produced by the lenses.

N.O., Que.: "Would the Ophthalmoscope be of any use, and if so in what way?"

We are of the opinion that an Ophthalmoscope would not prove to be an actual necessity in your practice. In order to use the instrument to any advantage, you would have to have a room that could be made dark and in which an artificial light could be placed. The instrument is merely another method of examining the eyes aside from that of the trial lenses and test card. But on account of the tedious method of examination we do not consider it of much practical use to an optician. It may be used for correcting or estimating errors of refraction, but even after its use the trial lenses must be resorted to for final adjustment. The only absolute use for which the Opthalmoscope may be applied is in examining the inside of the eye for diseases. An expert may use it for this purpose whilst the pupil remains its normal size, but even then in some cases it is impossible to see anything in the eye. Hence, in order to make a satisfactory examination of the eye for any purpose, the pupil should be dilated, and if it is not dilated the time spent in experimenting with the instrument avails little or nothing.

M.B., Ont.: "What is your opinion of the Maddox double prism test?"

In our experience we have found the Maddox double prism test to be entirely unreliable, especially when used close to the eyes. Probably the reason for our adverse opinion or rather that our experience with it has been so unsatisfactory may be ascribed to the fact that the three lights as seen through the double prism test are all alike, and therefore, as there is a constant desire on the part of nature, to reduce the number of images, an unconscious effort is made to obtain that result. The very fact that the patient knows there is but one light there, but sees three lights all looking alike, he will unconsciously endeavor to bring them all together, thus cause a spasm of one or more muscles from the vertical direction when the vertical muscles are being examined. We have found this unconscious spasmotic condition to exist in a normal eye, as was proven by various other tests, thus proving conclusively that a similiarity of images seen through the prisms rendered the tests unreliable. The little instrument known as the rod test we have found in our practice to be all that can be desired for a simple instrument and have such confidence in it that we would be willing to select it as the best of all methods in examining the rotary muscles of the eye. The reason why this rod test is so satisfactory and reliable is because the image as seen by one eye is so entirely different from the other that there is no effort on the part of nature to bring the images together. Consequently the bar of light as seen through the test will remain where it should with the normal eye or will move aside when the abnormal condition is present, in spite of the efforts one can make to bring the images together. Probably the reason for this is because the patient's attention is directed to the real light or the bar of light as seen through the test, it being found impossible to direct attention to both at the same time. As a result the attention is directed to one eye, whilst the muscles of the other will relax and permit the eye to move wherever it may be inclined.

REPAIR OF FIELD GLASSES AND TELESCOPES.

Among the multitude of repairs constantly brought in to the provincial watchmaker, probably the most puzzling and difficult to deal with are general optical repairs and alterations. Still many of them can be done successfully by the use of a little thought and intelligence. Every holiday when people are leaving town they generally overhaul their field glasses, telescopes, tourists, aneroids, compasses and hand cameras, and if

SMOKE GLASSES.

In Spring, when sunshine renders seeing painful, Smoke Spectacles should be pushed.

We have the Assortment.
We have the stock.
We have the right prices.

Our lines of Smoked Rimless with Gold Filled Mountings are particularly rich.

Our Nickel Rimless Smoked Eye-glasses are natty sellers.

Montreal Optical Co.,

MONTREAL, P. Q.

COUNT YOUR CHANGE.

Gold is money.

Gold-filled spectacleware is so much money plus cost of making.

The more gold the more money.

The higher the quality of the gold the more money.

The manufacturers who refuse to state the quantity and quality of gold used in their spectacleware are like people who object to you counting the change they give.

M. Co. 0 Filled Frames are guaranteed to be $\frac{1}{10}$-10k with $\frac{1}{5}$ Cables, $\frac{1}{5}$ Bridges and solid gold end pieces.

M. Co. 0 Filled Frames are data and have a ten year guarantee backed by 27 years of honorable merchandising.

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Every Jeweler

Should keep his valuables over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

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out of repair take them to the nearest watchmaker's with a view to having what is necessary done to them. In the case of field glasses the most common fault is in the screw and stop-pin ; the former are generally stocked by wholesale houses with suitable tops. In case the thread of the new screw is not exactly the size of the old one the stop-pin can easily be made and fastened in by filing a piece of brass wire up in the hand vices to the proper size. Should one of the object glasses be broken it will necessitate getting a new pair of object glasses of the same size from the wholesale house, where, as a rule, they are stocked in all the running sizes. Some retailers think they can be matched, but such is rarely the case, and as they are the most expensive part of the glass this involves considerable expense. The object glasses of field glasses run in the following sizes : 15 lines diameter, 17, 19, 21, 24, 26 and 28 lines. In the case of the lenses of the eye-pieces, if belonging to a six-lens field glass, the lenses are stocked in the rough, and can be had from the wholesale house for a few pence, and then it is not a difficult matter to cut them down with a pair of shanks, and grind the edges to the required size. Care should be taken that it should be fitted to the eye-piece accurately, so as not to allow of any shake; otherwise they will not be properly centered. If the eye-piece lense of an 8 or 12 lens glass requires replacing, the only plan is to order a pair to match the old ones, as, being achromatic, it is beyond the skill of the ordinary retailer to do it himself. Such things as binocular telescopes are much more difficult to repair. Should one of the lenses in the inner draw-tubes be broken, it can be matched as regards focus by the wholesale house, and then cut down and ground to the required size, after which it can be burnished into the cell. Sometimes stains appear on the lenses, more especially in the object glasses, which will not wipe off. These can only be removed by repolishing the surfaces. In some cases spots appear underneath the surface of the glass. These are caused by the Canada balsam, which cements the lenses together, giving way, (generally through damp). They will then require rebalsaming, which is a somewhat difficult job for an ordinary man to do who is not used to the class of work. If the shopkeeper decides on doing it himself, it will necessitate his taking the lenses apart and rebalsaming them. In this case it is best, after taking them out of the cells, to put them on a steel plate over a smokeless jet, and when the Canada balsam is sufficiently melted separate the lenses, clean them thoroughly with methylated spirits and re-cement with good clear balsam, care being taken that each lens is exactly central to the one it is cemented to, and all air bubbles removed. If the object glass of a telescope is broken, a new lens to match can be easily obtained from the wholesale house up to 19 lines diameter, above which size it is generally necessary to order specially. In the case of the older makes of telescopes the object glasses are often burnished on the cell instead of being screwed in, thus rendering the fitting of a new lens much more difficult. Some of the very old telescopes are fitted with object glasses, the space between being filled with oil ; these last are now quite out of date and not worth replacing. If the body of the telescope gets dented it will necessitate the removing of the leather covering, and knocking up the dent to its proper place by means of a smooth-faced hammer and a triblet. If very badly dented it will probably be necessary to unsolder the end pieces, and after removing the dent, resolder them ; the interior can then be blacked with a dull black made of methylated spirits mixed with lamp black, the body being warmed first and the black being put on with a camel's hair brush ; a new leather covering can then be sewn on by any local saddler. In field and opera glasses customers often complain of their seeing two rings, and getting a double ring of the object looked at ; this is generally caused by a fall having altered the position of one of the tubes so that they are not in the same plane. This can, as a rule, be corrected by grasping the glass firmly with both hands whilst looking at some object and bending them back to their original position ; in some cases it may be caused by the glasses themselves being either too broad or too narrow in the center ; this is why many people prefer a jointed field glass. In such delicate glasses as the Poro Binoculars made by Goerz, Teiss, Vogtlands and others it is as well not to attempt to repair them, as should the prisms get shifted their readjustment is a troublesome matter.

NERO'S EYE GLASS COPIED.

The eyeglass carried by Edmund D. Lyons, who plays Nero in C. F. Whitney's production of "Quo Vadis," recently running at McVicker's Theater, Chicago, is a very curious affair. It is an immense emerald set in the folds of a serpent's body. This is historically correct, as we are told that the tyrant was near-sighted and used a large emerald cut so that it rectified this defect. Nero lived, of course, long before modern oculists began to exercise their science. The serpent which Mr. Lyons carries is made of woven gold wire, the body twisting midway into a circle, into which the emerald is set. Beyond this fold the body narrows to the head, the emerald being repeated in the eyes. This unique eyeglass is attached to a golden cord. —*Opthalmic Record.*

A BURGLAR succeeded in gaining an entrance into the storeof E. G. Webster & Son, manufacturers of silver plated ware, 10 Maiden Lane, Wednesday evening about 7 o'clock, but was captured before he could get away with his booty. An employee of the drug store of Parke, Davis & Co., who happened to be going up Maiden Lane that evening, noticed two men acting suspiciouly in the vicinity of the Webster store, and after he had passed decided to go back and look again. When he did so he noticed one man, evidently a watcher, as well as a hole in the glass door of the establishment. He notified Policeman Sullivan, who hurried to the scene, and who, crawling through the hole, caught a young man hiding behind a counter. The thief had broken into a show case and had stolen three or four small articles in silver plate ware of comparatively small value. In the Centre St. Police Court, Thursday, the burglar gave his name as Frank Powell, 22 years old, and stated that he was a stranger in the city. He pleaded not guilty, waived examination, and was held for trial in $1,000 bail by Magistrate Hogan.

What's the Matter With the Canadians?

On The Field in various lines of endeavor Canadians have frequently demonstrated their fitness, a fitness too often scoffed at at home until demonstrated abroad and acknowledged in other countries. This is hardly as it should be.

This School as an educational establishment has time and again proven its fitness both at home and abroad. The present class contains more Americans than Canadians, among them two of the most advanced workmen who ever entered, this fact speaks volumes, and would be even more gratifying than it is were it not for an evident lack of appreciation of the great and onerous work we accomplished in our own country. Our work does not consist of making and repairing timepieces, but of teaching young men their trade properly—a most difficult task—it alone is our work, we excel in it and experts accord us the highest reputation in that line. Here is our creed:

A Canadian should neither attend this school nor yet stay away from it simply because it is in Canada and is conducted by a Canadian.

This proposition goes right to the root of the matter, anyone who dissents therefrom implies that Canadians are "too slow," too narrow to recognize things meritorious originated in their own country until removed therefrom and applauded outside, that they lack progress, true enterprise, high aims and worthy endeavor, and that they put in their time at the expense of their opportunities.

There is not a young workman—we will not mention old ones—in this country, but should know that which we teach, they are sorely in need of that knowledge, but only too often they know it not.

Circulars Free of Charge on application.

◆◆◆◆

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115 to 121 King St. East,

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Director.

Toronto, Ont.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

GENEROSITY IN LITTLE THINGS PAYS.—Doing little jobs—adjusting or tightening the spring of an eyeglass and a long list of etcetras.

People often ask prices without expecting to be charged. They are annoyed if they are.

Seek opportunities for showing courtesies.

If a person comes to your store wearing crooked spectacles ask for the privilege of truing them.

It takes but a moment.

The effects are good.

It does not matter who sold the spectacles.

Conversation can be brought about while you are working, which properly followed up often induces the replacement of steel with filled or filled with gold, or the style may be considered and a pair of rimless sold. Again when glasses are so strong that the wearer is dependent upon them a duplicate pair may be considered.

"Stylish" consideration is one of the safest grounds. Some time ago, a customer of the Cohen Brothers, Limited, called with his sister and her husband. She was fairly fair and fifty, her husband somewhat older, they were of the Darby and Joan order. "If you consider appearances and want something fashionable I should recommend rimless glasses" I told her "But I don't care about my appearance" she replied. "But I do" remarked her husband, "make them as you suggest."

Be above 5 cent charges. Let them go and they will do $5.00 worth of advertising.

Business is business, but business methods of the last decade are not the business methods of this.

There will be found people who will occasionally take advantage of you, but as a rule, like produces like, liberality begets liberality.

Success is for those who adapt themselves to every change of circumstances, while fortune awaits those who forsee these changes and take advantage of their foresight.

There are those who have read my articles in the past, and who possibly may read them in the future, who may remark "Following your advice means constant expansion, constant hustling. Can we never arrive at a point when we can be content with our business as we may have it?

Can you be satisfied to note sure signs of decay in the enterprise which you nursed through the best years of your life?

Nature knows no stand-still. It is a question of moving forward or of sliding backward.

Aggressive or retrogressive. These are the alternatives. There is no "between."

"From hour to hour we ripe and ripe,—
And then from hour to hour we rot and rot."

These words of Shakespeare apply to our economic being (for such we may consider our money-making or wealth-producing lives) as well as to our physical and mental being.

We must keep pushing for more and more trade. We are certain to lose some which we have. It must be replaced and more added.

We must keep advancing or we will be forced out of the race by the hustlers who do.

(*To be continued.*)

In matter of Easter presents.



Gifts of cards, pretty but useless are gradually falling into disuse. The useful and ornamental are combined in jewelry or silver articles. We have stocked ourselves especially to meet this Easter demand. We invite you to inspect our richly varied collection of Easter gifts.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 43.

Hazardous Spectacle fitting.



Unless one understands the human eye it is indeed risky attempting to fit glasses, and this includes experimenting on oneself. We have made a special study of the human eye and fit glasses to them according to the most scientific up-to-date methods. Satisfaction guaranteed.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 44.

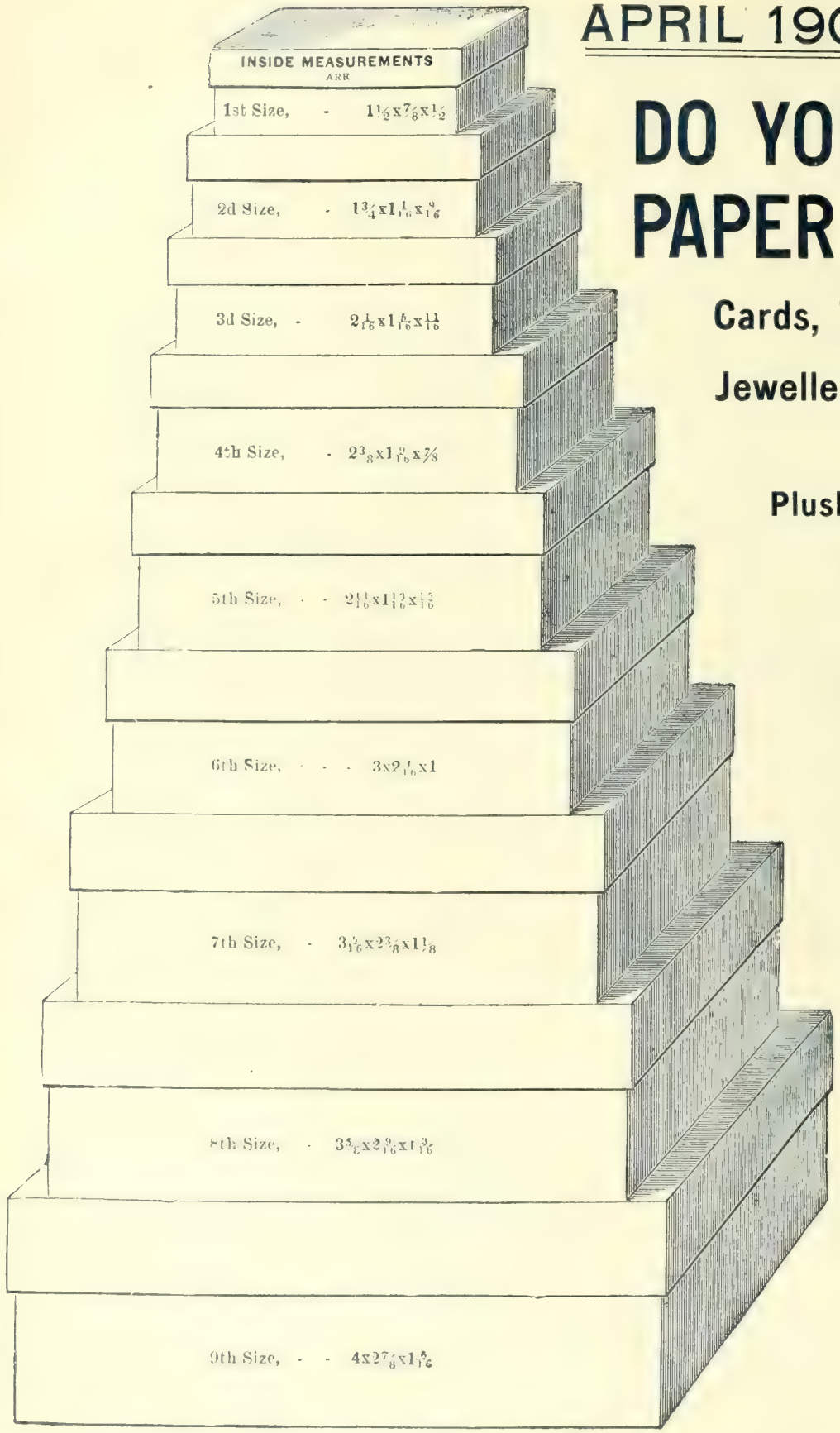
Spring showers render umbrellas appropriate and useful gifts.



Our collection of umbrellas is artistic, not the kind or quality usually found in dry goods stores, yet at about dry goods store's prices.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 45.

APRIL 1900.



DO YOU WANT PAPER BOXES?

Cards, Tags, Twine,

Jewellers' Cotton and Bags,

Plush Boxes,

Velvet Boxes,

Leather Boxes,

Silverware Cabinets,

Grips,

Trays,

Telescopes,

&c., &c.

WE ARE LEADERS IN ALL THE . . . ABOVE LINES. . .

The J. COULTER CO., Limited, 130 King St. W., Toronto, Ont.



UNITED STATES.

ADDITIONAL machinery arrived a few days ago for the Ontario Silverware Co., Muncie, Ind., which will give employment to 50 men when placed in position.

TREASURER ROYAL E. ROBBINS, of the American Waltham Watch Co., who has been at Lakewood, N.J., the past month, has been much benefited in health by the change of climate.

HIGH SPRINGS, FLA., lost 23 out of its 30 business houses by fire on the night of March 12, supposed to be incendiary. Among the losses reported is that of George Youmans, jeweler, $1,000; no insurance.

JEWELER FINED.—Passaic, N. J., March 1.—In the case of Wm. W. Thompson, indicted and convicted on complaint of Patrick McMahon and others for conducting a watch club, Judge Barkalow has refused to accept Lawyer Ryan's contention that a watch club was not a lottery. He, however, fined Mr. Thompson only $20.

OVER 400 employees of the Keystone Watch Case Co. met Saturday night, at 707 N. Broad St., and organized a union. Charles F. Munger was elected president. He is one of the executive committee of the International Association of Watch Case Engravers of America. About 75 per cent. of the locked-out engravers are now working.

A FAKIR struck Niles last week with a new game. He called upon all the jewelers in town and offered to pay the cost of repairs on a watch that had been left. He could not state exactly the time it had been left, but insisted that there was a watch there for him. A consultation of jewelers revealed the fact that he was a swindler. He got out of town in time to avoid arrest.

CHAS. H. HULBURD, president of the Elgin National Watch Co.; J. M. Cutter, general manager of the same company, and Jacob Franks, president of the Illinois Watch Case Co., have been appointed members of the committee to receive Admiral Dewey May 1. Otto Young, of Otto Young & Co., has been appointed a member of the finance committee for Dewey Day.

THE Directors of the American Waltham Watch Co. met on Monday, March 5, and declared a semi-annual dividend of 4 per cent., payable March 15, to stockholders of record March 5. The company's balance sheet, Feb. 1, showed no debt and $300,000 cash on hand. The past year's earnings have been at the rate of upward of 11 per cent. on the capital, which was recently increased to $4,000,000.

LOUIS VALMACEDA, the young thief who robbed Edgar W. Hodgson, jeweler, Devonshire St., Boston, of $2,000 worth of diamonds, about a fortnight ago, throwing flour into the eyes of the dealer and making off on the run with a package of precious stones, was sentenced last Wednesday, in the Superior Criminal Court to a term in the State Prison, at hard labor. The time limit is 10 years maximum, or seven minimum, the latter contingent upon good behavior.

BOSTON, MASS., Feb. 28.—A case which has some appearances of involving a murder was reported to the police late last night. Carl J. Thorpe, jeweler, with an office at 375 Washington St., this city, returned to his home at 34 Harvard St., Cambridgeport, about 8.30 o'clock, with an insignificant looking wound on his mouth. Less than two hours later he was dead. Before he died he told his wife that he had met four men in a barroom and that he had trouble with them.

SILVER DEPOSIT PROCESS PROTECTED.—The suit brought by the Alvin Mfg. Co., New York, in the United States Court at Trenton, N.J., against John H Scharling, of Newark, for infringement of their patent relating to silver deposit ware, has been decided by Judge Gray in favor of the Alvin company. The patent involved relates to the decoration or ornamentation of glass articles with an open or net work of silver, and covers both the process employed in depositing the silver and the article itself.

GREAT BRITAIN.

From Watchmaker, Jeweler and Silversmith.

THE GEM MARKETS.—Amsterdam, February 24th.—Business in diamonds has again been much the same as during the past four months, and large numbers of workpeople of all three branches of the trade are still without employment. There was during the month a fair demand for middle quality *mêlés* and also for middle quality and fine small brilliants. For larger stones there was not much demand. Roses were also sold, but in small quantities. Several foreign buyers and brokers, including several Americans, visited our city, but much business was not done with them as prices are high and are expected to go higher still. *Kappen* and *Enden* sold readily, but there were very few of these on the market owing to the great scarcity of rough.

PARIS, February 23rd.—Our diamond market during the past month was a little more favorable than it has been during the past two months, mainly owing to the coming exhibition. There was a fair demand for all classes of middle quality brilliants, especially *mêlés* and showy large stones suitable for mounting. Small brilliants and roses were also sold in small quantities. A few large parcels of cheap sapphires and rubies were sold, mainly for export. There is a good demand for fine pearls and emeralds.

LONDON, February 28th.—There has been no improvement during February, and the trade is still remaining very dull. At a meeting of the De Beers Company on the 23rd. inst., Mr. Rhodes anticipated the price of diamonds being still higher owing to the production having ceased during the past four months and the existing scarcity of diamonds in the market. The syndicate will be sending their last shipment from Kimberley on March 5th. There is a rumor current that there will be another rise of 5 per cent. We give it for what it is worth.

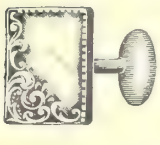
ANTWERP, February 23rd.—Things here are in a shockingly bad state. There is no business whatever doing, cutters without number are out of work, and many of them with their families are in a state verging on starvation.

F&B STOP! LOOK!! LISTEN!!!

F&B TRADE MARK REGISTERED

F&B TRADE MARK REGISTERED

THIS is always a warning of danger ahead. Your interests will be in danger if, when our representative calls, you don't STOP to LOOK at his samples and LISTEN to what he has to say of our plans for the season now upon us.



373



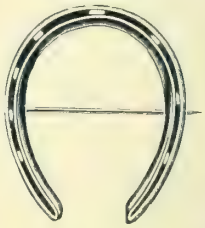
374

Fine Gold Front Buttons, beautifully finished, and fully equal in appearance to solid gold.



1504—SASH BUCKLE.

HORSE SHOE BROOCHES.



GOLD PLATE.

2850—Small
2851—Medium.
2852—Large.

STERLING SILVER.

2853—Small.
2854—Medium.
2855—Large.



1684

WE always have something new, and having the years of experience and facilities that we have, we have perfected various processes and tools for getting out the very highest grade of goods at the lowest possible cost, besides we guarantee all of our goods, and our guarantee is good. Ask our representative to call and show you his line.



1674

THEODORE W. FOSTER & BRO. CO.,

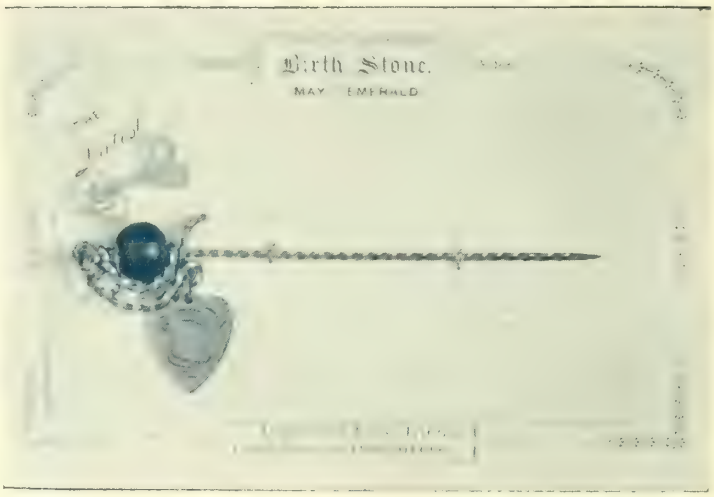
Our Canadian Representative,
MR. GEO. E. SMITH,
350 King Street, KINGSTON, ONT.

Manufacturing Jewelers and Silversmiths,
100 Richmond Street,
PROVIDENCE, R.I., U.S.A.

BIRTH STONE BANGLE RING.



Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.



TWO WARS.

"Thrice armed is he who hath his quarrel just."

When President Kruger of the South African Republic announced that if England must take Dutch republics she would have to "pay a price that would stagger humanity," many believed that he was, in the popular phrase, "talking through his hat." The English people expected to see their legions march to Pretoria and Johannesburg, with only such resistance as a few unorganized farmers might present. The English government started in to teach "Uncle Paul" his manners, but up to this date, "Uncle Paul" seems to be doing all the teaching. Instead of seizing and laying waste the Boer towns and cities, the English troops have had all they wanted to do to keep the Boers out of the larger places in British territory. Up to this writing, every battle that has been fought, (although the story of these battles has been told only by the British) has either resulted in a British defeat, or else it has been a drawn contest. The Boers have taken large numbers of English prisoners, and are unable to exchange them because the British have no Boer prisoners to trade.

One reason for these constant British reverses lies in the fact that the British soldiers are soldiers by profession, having no heart in their work, while their Boer adversaries are each and all fired with enthusiasm in the defence of their country and their homes. The Boers know full well that defeat means the annihilation of the Dutch republics and the domination, for all time, of the British in South Africa. Under such conditions, can it be wondered at that these rude farmers, unversed, perhaps, in the subtleties of education and civilization, but well trained in Nature's school, and born almost with guns in their hands, should be more than a match for equal numbers of British paid soldiery?

Yet after all, even those who sympathize most sincerely with the Boers in their struggle, can see no ultimate result except British success. But it is very evident that the price paid will indeed "stagger humanity."

The American people quite naturally sympathize with the British in their general aims and aspiration, but most of us have to make an exception in regard to this conflict with the Boers. The conditions on both sides are too nearly parallel with the conditions which existed in this country in 1775 and 1776 for whole-souled Americans to waste much sympathy upon a country which is trying to destroy two free republics. Senator Mason, of Illinois, erratic and bombastic as he is at times, certainly struck a true and popular chord in his speech in the Senate on this subject last Monday.

In the general interest which exists as to the war in South Africa, many people almost forget that the United States is engaged in a little war on its own account in the Phillipines. Some people try to draw an analogy between our own position in regard to the Phillipines and the British position in regard to the Boers. But the cases are not at all parallel. The Phillipine Islands became the property of the United States through their conquest from their owners, the Spanish. The Filipinos, pending the settlement of affairs by treaty with the Spanish, attacked the United States troops and endeavored to capture from the United States what the United States had taken from Spain. Of course, to have withdrawn under those circumstances would have been impracticable as well as cowardly. The United States troops have beaten the insurgents in every battle. The only difficulty has been to get near enough to them to fight them, and the whole insurrection is now practically broken up and destroyed. The Filipinos themselves, outside of a few leaders who hoped to achieve distinction and wealth by founding an independent nation, are more than satisfied to have the protection of the American flag. Wherever the American flag goes, there also go education, civilization and increasing wealth. In ten years from now, the Phillipine Islands will be as loyal adherents of the United States as the citizens of Kansas or Illinois are to-day. — *Manufacturing Jeweler.*

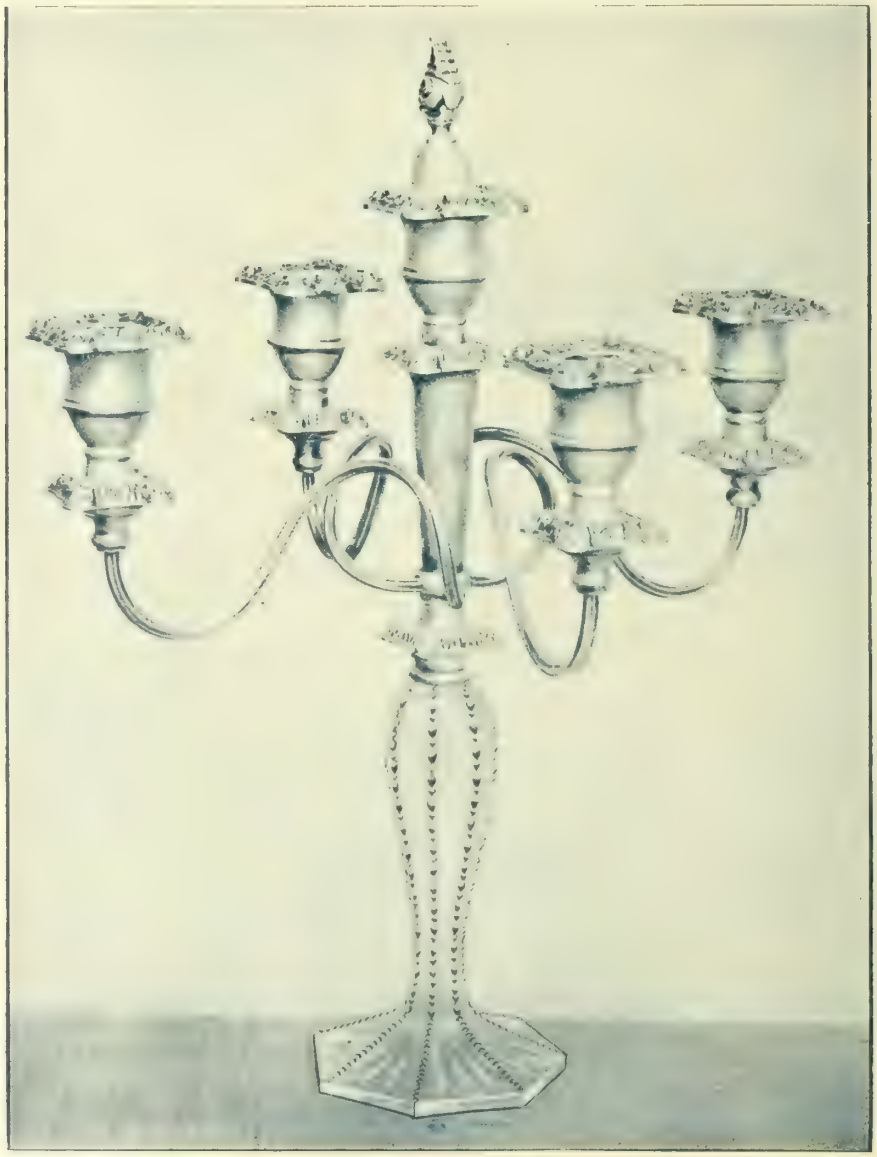
Death of John W. Senior.—The funeral of John Westlake Senior, publisher of the *Jewelers' Price List*, occurred Wednesday last, the services being held at his late residence, 394 Sixth St, Brooklyn. Mr. Senior has been long known to the jewelers of this country, particularly the manufacturers and jobbers of New York, through his many years of connection with the journals of this trade. His death, which occurred March 5, was due to Bright's disease, from which he had been suffering for about a year.

The Newmark *News* publishes the following statistics of the jewelry industry of that city: "The manufacture of jewelry is carried on extensively in the city. The 70 jewelry and four watch case establishments have a combined capital of $4,591,372, employ 2,280 hands, whose annual wages amount to $1,598,288, and by their combined effort, goods valued at $5,636,084 are produced. The artistic merit and workmanship of the jewelry manufactured in Newmark have won a reputation for this branch of our industry equal to the best."

A Needed Vacation.—Theodore W. Foster, head of the Theodore W. Foster & Bro. corporation of this city, has gone to Jamaica, W.I., for a visit to his daughter who resides there. This is the first vacation from business cares that Mr. Foster has taken in nearly fifteen years. As a matter of fact it is unusual for a business man to stand the constant strain of business for such a long time without interruption, and have no collapse of the mental system, although Mr. Foster has done so without apparent injury. The mammoth business of the Theodore W. Foster & Bro. Co., has been built up chiefly through his energy and business ability, and there is no question but that the present trip will be greatly to his benefit, both in health and strength, and he will return refreshed and invigorated.

THE TORONTO SIL

Silversmiths and Manufacturers of



E.P. CANDELABRUM. With Cut Glass Base.

No. 889.—5 Light, $23.50 List.
" 889.—3 " 18.50 "

We are not members of the Silverware Trust or any other Silverware Association or Combine.

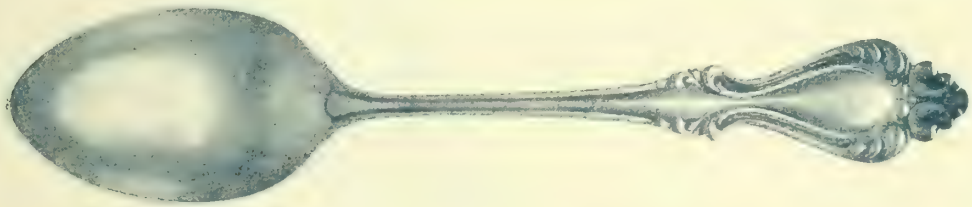
E. G. GOODERHAM,
Managing Director.

VER PLATE CO., LIMITED.

Electro Silver Plate.



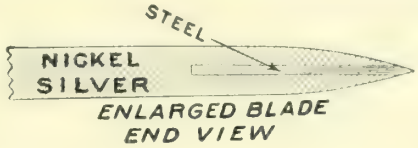
No. 502 E.P. 5 Piece Tea Set. $36.00 List.



"NORDICA." Still another one of our New Patterns in Plate.



Our New Patent Nickel Silver E.P. KNIFE. Showing a cross section where the steel is inserted in the blade. We have other patterns besides "York Rose."



ENLARGED BLADE
END VIEW

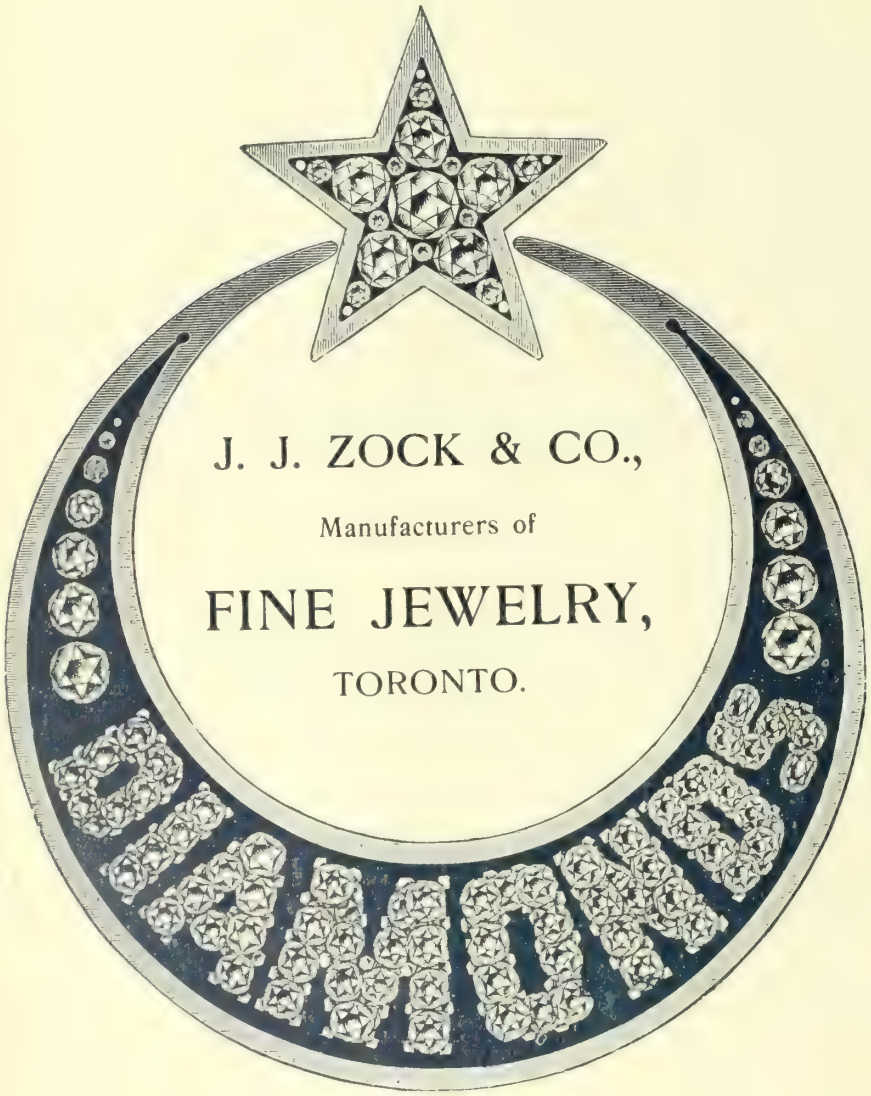
FACTORIES AND SALESROOMS:

King Street West, TORONTO, CANADA.

LARGER AND BETTER THAN EVER.

During the Past Month

our increasing trade has compelled us to enlarge our factory premises and add a quantity of the latest and most improved labor saving machinery.



Our New Lines

for the Spring trade are well in hand and will be with our travellers in a few days. We aim to give you

"New" Goods,
"Natty," Goods,
"Salable" Goods,

and goods on which you can make a good profit.

If You Want Rings,

of any style, whether set with Diamonds, Pearls, Opals, Olivenes, or any other kind of stone, remember that we are the leading ring manufacturers of Canada.

Our styles are the newest and nattiest, our stock is the best assorted and our prices are always right.

We are also showing a specially fine assortment of Pendants, Lockets and Scarf Pins, all of the newest designs. They are up-to-date goods and no live jeweler's stock is complete without them.

J. J. ZOCK & CO.,

Manufacturers of Fine Jewelry.
Repairs promptly attended to.

34 Adelaide Street West, TORONTO.

LITERARY NOTICES.

CAPE TOWN TO LADYSMITH.—The Copp, Clark Company, Limited, have just published in book form the letters written from South Africa by the late Mr. G. W. Steevens to the London *Daily Mail*, from Oct. 10, the day he landed in Cape Town, on the very eve of the war, to Dec. 6, when within a few days of his fatal illness he wrote the wonderful word-picture, "In a Conning Tower," where he shows us the Naval Brigade manfully playing their part in the defence of Ladysmith. The volume will be treasured by all who read it as a memorial of a man who had won, in a brief career, a well-deserved eminence among his comrades of the press. His friend, Mr. Vernon Blackburn, has added a "Last Chapter," telling us something about Steevens himself. Unlike many who have gathered fame at an early age, he was unspoilt by his success. He had a singularly winning character. One cannot pay a better tribute to his memory than to say, as can be said with truth, that in his few years of strenuous, active life he had made a host of friends and not one enemy. In this, his last work, as in his other writing, the two most prominent features are the wonderful vividness of the descriptions and the simple directness of the narrative. His classical training at Oxford left him the pregnant phrase and the forceful epigram ever at hand, while his experience as a journalist had taught him the folly of long and tedious descriptions. He had, too, a great faculty for entering into the spirit of the thing. Look at his first impression of Cape Town.

"After the surprise of being ashore again, the first thing to notice was the air. It was as clear—but there is nothing else in existence clear enough with which to compare it. You felt that all your life hitherto, you had been breathing mud and looking out on the world through fog." The town itself "seemed half Western American with a faint smell of India—Denver with a dash of Delhi. . . . Cape Town itself—you saw it in a moment—does not hustle. The machinery is the West's, the spirit is the East's or the South's."

The following extract from Mr. Steevens' description of the battle of Elandslaagte calls for no comment:—

"As the men moved forward before the enemy the heavens were opened. From the eastern sky swept a sheer sheet of rain. With the first stabbing drops horses turned their heads away trembling, and no whip nor spur could bring them up to it. It drove through Mackintoshes as if they were blotting paper. The air was filled with hissing; under foot you could see solid earth melting into mud, and mud flowing away in water. It blotted out hill, dale and enemy in one grey curtain of swooping water. You would have said that the heavens had opened to drown the wrath of man. And through it the guns still thundered and the khaki column pushed doggedly on.

"The infantry came among the boulders and began to open out. The supports and reserves followed up, and then in a twinkling, on the storm-pitted hill face, burst loose that other storm—the storm of lead, of blood, of death. In a twinkling the first line was down behind rocks firing fast, and the bullets came flicking around them. Men stopped and started, staggered and dropped limply as if the string were cut that held them upright. The line pushed on; the support and reserves followed up. A colonel fell, shot in the arm; the regiment pushed on. They came to a rocky ridge about twenty feet high. They clung to cover, firing, then rose, and were among the shrill bullets again. A major was left at the bottom of that ridge with his pipe in his mouth and a Mauser bullet through his leg; his company pushed on. Down again, fire again, up again and on! Another ridge won and passed—and only a more hellish hail of bullets beyond it. More men down, more men pushed into the firing line—more death-piping bullets than ever. The air was a sieve of them; they beat on the boulders like a million hammers; they tore the turf like a harrow.

"Another ridge crowned, another welcoming, whistling gust of perdition, more men down, more pushed into the firing line. Half the officers were down; the men puffed and stumbled on. Another ridge—God! Would the cursed hill never end? It was sown with the bleeding and death behind; it was edged with stinging fire before. God! Would it never end? On, and get to the end of it! And now it was surely the end. The merry bugles rang out like cock-crow on a fine morning. The pipes shrieked of blood and the lust of glorious death. Fix bayonets! Staff officers rushed shouting from the rear, imploring, cajoling, cursing, slamming every man who could move into line. Line—but it was a line no longer. It was a surging wave of men—Devons and Gordons, Manchester and Light Horse all mixed inextricably; subalterns commanding regiments, soldiers yelling advice, officers firing carbines, stumbling, leaping, killing, falling, all drunk with battle, shoving through hell to the throat of the enemy. And there beneath our feet was the Boer camp and the last Boers galloping out of it. There also—thank Heaven, thank Heaven!—were squadrons of Lancers and Dragoon Guards storming in among them, shouting, spearing, stamping them into the ground. Cease fire!"

"It was over—twelve hours of march, of reconnoisance, of waiting, of preparation, and half an hour of attack. But half an hour crammed with the life of half a life-time."

The pages of the book bristle with such stirring passages. In describing the home-coming of the Dundee column to Ladysmith, he writes,—

"Rents in their khaki showed white skin; from their grimed hands and heads you might judge them half red man, half soot-black. Eyelids hung fat and heavy over hollow cheeks and pointed cheek-bones. Only the eye remained—the sky-blue, steel-keen, hard, clear, unconquerable English eye—to tell that thirty-two miles without rest, four days without a square meal, six nights—for many—without a stretch of sleep, still found them soldiers at the end."

Of the dreariness of the siege Mr. Steevens gives a most interesting picture, relieving it by glimpses of the humorous side of things. His chapter on the sailors in full of merry conceits. Here is the commanding officer's opinion of a pertinaciously annoying Boer artillerist:—

"'That gunner,' said the Captain, waving his stick at Surprise Hill, 'is a German. Nobody but a German atheist would have fired on us at breakfast, lunch and dinner, the same Sunday. It got too hot for us when he put one ten yards from the cook. Anybody else we could spare. Then we had to go.'"

But here also there comes a touch of longing home-sickness:—

"Even as the constant blue-jacket says, 'Right Gun Hill up, sir,' there floats from below, ting—ting-ting—ting, ting. Five bells! The rock-rending double bang floats over you unheard, the hot iron hills swim away. Five bells—and you are on deck, swishing through cool blue water among white-clad ladies in long chairs, going home."

The moment's dream of the homeward journey on the liner's deck was not to be realized. A few weeks more and there was the midnight funeral in Ladysmith cemetery, under the falling rain, with the Boer searchlight from Bulwan flashing through the darkness. He had gone home.

RUDYARD KIPLING'S new animal story, "The Elephant's Child," is a feature of the April *Ladies' Home Journal*. It is the first of a series of "Just So" stories, and describes, with Kipling's inimitable drollery, how the elephant got his trunk. Rev. Cyrus Townsend Brady begins an interesting series of articles on his experiences as "A Missionary in the Great West," and Julian Ralph writes of "The Choir Boys of England." The now almost forgotten "Mysteries of the Century," which held the centre of the world's stage in their day, are graphically recalled, and "Singing 'The Messiah' on the Plains" gives a close view of the life of a music-loving Swedish community in the West. Edward Bok, in decrying "The Ease With Which We Marry," suggests some restricting, uniform legislation, and speaks plainly on divorce. Ian Maclaren pays his respects to "The Genteel Tramps in Our Churches," and "An American Mother" writes of "The American Woman in the Market-Place." "Through Picturesque America" is begun in the April Journal, two pages being devoted to views of the natural beauties of our country. "A Successful Country House in New England" and "Wellesley Girls in the Play" are among the other notable pictorial features.



YOUR SHOW WINDOW

will be a center of attraction, if it contains our late designs in Fluted Hollowware.

Not only will it attract attention, but with a display of wares which are noticeably high grade, it will appeal to the most desirable class of trade—those that have money to purchase the more expensive jewelry and ***"Silver Plate that Wears."***

The Tea Set and all pieces shown here are now ready for delivery. The Candelabra can be furnished with the "Meriden" candle lamp (in which is an ordinary candle fed automatically) or wired and fitted with electric candles. In either case, Cuirass shades as shown can be used.

Send for illustrations and lists, asking for the No. 2043 ware, or see the line at our various branches.

INTERNATIONAL SILVER CO.

SUCCESSOR TO

Meriden Britannia Co., Meriden, Conn.

NEW YORK:
9-11-13 Maiden Lane 208 Fifth Ave. 1128-1130 Broadway
CHICAGO: 147 State St. SAN FRANCISCO: 134 Sutter St.
HAMILTON, ONTARIO, CANADA

To every branch of activity which concerns the homemaker the April Journal brings helpful suggestions or advice. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

THE TRANSVAAL FROM WITHIN: A Private Record of Public Affairs; by J. P. Fitzpatrick, author of "The Outspan." Toronto: William Briggs.

Whoever wishes to have a clear understanding of England's case against the Boer oligarchy, and to be able to answer intelligently and fairly the many questions which arise about the causes of the present war, should read Mr. Fitzpatrick's book. The writer is a South African by birth, has lived in the Transvaal since 1884, and was secretary of the Reform Committee in Johannesburg at the time of the Jameson Raid. He calls his book a presentation of the case for the Outlander. It was written in August, 1896, in the hope of removing the very grave misunderstandings which existed concerning the occurrences of 1895 6 in the Transvaal, and the conditions which led up to them; but its publication was delayed for three years by the bond which the reformers were required to give on their release from prison, May 30th, 1896, "for the term of three years, neither directly nor indirectly, to meddle in the internal or external politics of the South African Republic." In June, 1899, the book, as first written, was privately circulated, and in September it was published, with the addition of several chapters, treating of later events. In his preface, the author says: "The reader is not invited to believe that the case is presented in such form as it might have been presented by an impartial historian. It is the Transvaal *from within*, by one who feels all the injustice and indignity of the position."

We would then not unnaturally be prepared for a somewhat passionate and intemperate appeal for our sympathies, but the calm and reasonable statement of facts that meets us is in itself a strong argument for the justice of the cause. The facts themselves are so damning to the Boer government that no violence is called for in their presentation.

From the closely woven narrative dealing with matters of the keenest interest, it is difficult to select passages for quotation, and, while presenting a few extracts, we confidently refer our readers to the volume itself for a satisfactory consideration of the whole subject.

"It is not too much to say," writes Mr. Fitzpatrick, "that the vast majority of people in Europe and America are indebted to Dr. Jameson for any knowledge which they may have acquired of the Transvaal and its Uitlander problems. Their's is a disordered knowledge, and perhaps it is not unnatural that they should in a manner share the illusion of the worthy sailor who, after attending divine service, assaulted the first Israelite he met because he had only just heard of the crucifixion. A number of worthy people are still disposed to excuse many things in the Transvaal because of the extreme provocation given by the Jameson Raid." The restrictions upon English education are considered to be "not unnatural when one remembers the violent attempt to swamp the Dutch." The excessive armaments are held to be "entirely justifiable, considering what has happened." The building of forts is "an ordinary precaution." The prohibiting of public meetings is "quite wrong, of course, but can you wonder at it?" Many of these worthy people will no doubt learn with pained surprise that all these things were among the causes which led to the reform movement of 1895-6, and are not the consequences of that movement as they erroneously suppose. The Press Law and Public Meetings' Act had been passed; arms had been imported and ordered in tens of thousands; machine guns and quantities of ammunition also; forts were being built; the suppression of all private schools had been advocated by Dr. Mansvelt—all long, long before the Jameson Raid."

One of the Boer soldiers, raiding a farm in the northern part of Cape Colony, is reported to have said: "We don't mind Rhodes, but give us old Franchise; that's the man we want." And this illustrates the attitude of the majority of Boers towards the extension of the franchise. This subject, complicated as it is by the many and peculiar changes in the laws, is clearly set forth by Mr. Fitzpatrick. He quotes from a speech made by Mr. Chamberlain in the House of Commons, July 28, 1899: "On May 10th, 1881, at a conference between representatives of her Majesty and representatives of the Transvaal, the president, Sir Hercules Robinson, asked this question: Before annexation had British subjects complete freedom of trade throughout the Transvaal? Were they on the same footing as burghers of the Transvaal?'

"Mr. Kruger replied: They were on the same footing as the burghers.

"Sir H. Robinson: I presume you will not object to that continuing. Mr. Kruger: No. There will be equal protection for everybody.

"Sir Evelyn Wood: And equal privileges?

"Mr. Kruger: We make no difference, so far as burgher rights are concerned. There may, perhaps, be some slight difference in the case of a young person who has just come into the country."

Now there is a distinct promise given by the man who was president of the Transvaal State that, so far as burgher rights were concerned, they made and would make no difference whatever between burghers and those who came in. The root of the difficulty which I have been describing lies in the fact that this promise has not been kept.

In 1876 was passed the first law on burgher and electoral rights, and this remained in force till 1882. "By it the possession of landed property, or else residence for one year, qualified the settler for full burgher privileges." In 1882, 1890, 1891, 1892, 1893, successive laws and amendments were passed limiting electoral rights. Finally, in 1894 a law superseding all others left the matter in this position:

"The immigrant, after fourteen years' probation, during which he shall have given up his own country and have been politically emasculated, and having obtained the age of at least forty years, would have the priviledge of obtaining burgher rights, should he be willing and able to induce the majority of a hostile clique to petition in writing on his behalf, and should he then escape the veto of the president and executive."

"In 1893 a petition signed by upwards of 13,000 aliens in favor of granting the extension of the franchise was received by the Raad with great laughter. But notwithstanding this discouragement, during the following year a monster petition was signed by 35,483 Uitlanders—men of an age and of sufficient education to qualify them for a vote in any country. The only reponse made to this appeal was a firmer riveting of the bonds."

Mr. Fitzpatrick speaks in warm terms of the few progressive (relatively speaking) members of the Valksraad who opposed the president on this measure, and reports fully in the appendix the speeches of those members of the committee who favored the extension of the franchise.

The attitude of the president throughout is illustrated by the following passages:

"When remonstrated with on this subject of the refusal of the franchise, the president, who was in his own house, stood up, and leading his adviser by the arm, walked into the middle of the street and pointed to the Transvaal flag flying over the government buildings, saying: 'You see that flag! If I grant the franchise I may as well pull it down.'

"When, before resorting to extreme measures to obtain what the Uitlanders deemed to be their bare rights, the final appeal or declaration was made on Boxing Day, 1895, in the form of the manifesto published by the chairman of the National Union, President Kruger, after an attentive consideration of the document as translated to him, remarked grimly: 'Their rights! Yes, they'll get them over my dead body.'"

In dealing in committee with the petition spoken of above, the president said: "He had been told by these people that 'if you take us on the same van with you, we cannot overturn the van without hurting ourselves as well as you.' '*Ja*,' that was true; '*Maar*,' the president continued, 'they could pull away the reins and drive the van along a different route.'

How needful it was that the reins should be pulled away is

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, APRIL, 1900. No. 13.

TWO QUESTIONS AND A THOUGHT.

Put on your Thinking Cap.

* * *

Why do the management of the Dueber-Hampden Works so persistently and so doggedly urge investigation of all their claims?

* * *

And why is it that they break the general rule and persistently and doggedly urge a study of the watch situation, instead of scattering broadcast a few high-flown sentences and letting it go at that?

* *

Can you answer the questions?

1

The Dueber-Hampden Works are the largest, best-appointed watch manufacturing plant in the world.

2

The Dueber-Hampden Works have exposed and defeated practically every abuse in the watch industry, and are the successful champions of Honesty in watchmaking.

3

The Dueber-Hampden Works are the only watch manufacturing plant in America producing a complete watch (movement and case).

4

The product of the Dueber-Hampden Works is absolutely peerless.

NEW LIGHT ON AN OLD MAXIM.

"Give the people what they ask for" is, if judiciously applied, an excellent business maxim; but it is bad and unsound business policy if obeyed implicitly and carried to extremes.

The man who asks for cheese, does not want to be sold butter. But there may be two kinds of cheese; and if the customer asks for the inferior brand, it is the dealer's business to suggest that there is a better one, on the chance that the customer may not be aware of it.

The man who walks into your store and asks for a certain article, calling it by name, does so because, in all likelihood, he has somehow become impressed with what he believes to be that particular article's merit. He believes it to be a good article. He buys it on faith.

Then is your time to talk.

If you have reason to think that your customer requests that particular article because he is ignorant of the existence of a better one, inform him. If there is none better, close the sale at once and tell him he's buying the best.

To sell an inferior article, simply because it is called for, without attempting to enlighten your customer, means, that if the purchase proves unsatisfactory, you get all the blame; on the other hand, to sell on the strength of urgent recommendation, what you know to be a superior brand, though an inferior brand was requested, will invariably result in a satisfied customer and win for you the customers complete faith and confidence.

The dealer's duty to himself and to his customers does not begin and end with the operation of making a sale. He must make a profitable sale for himself and a profitable purchase for his customer.

Therefore, let the dealer be posted on all the goods he sells.

"PRETTY GOOD, IS IT NOT?"

Cazenovia, N. Y.

Dueber-Hampden Watch Co., Canton, O.

Gentlemen:—Some time ago I wrote you of the good performance of one of your watches. I send you the rate for a week as kept by the owner, who is depot agent of the E. C. & M. R. R. at this place. I asked him to compare it with the telegraphed time each day and note the rate. The variation is scarcely perceptible.

Pretty good, is it not?

Yours, J. W. HULL,
Horologist and Optician.

"CANNOT BE BEATEN."

Cumberland Valley R. R.

I am engine house foreman at White Hall Station. Have been carrying one of your railway movements in one of your fine gold-filled cases. It has not been further than eight seconds away from the correct time and cannot be beaten by any watch made.

W. H. WISE.

"Would not be without them."

Chicago, Ill.

My "pard" and I carry on our engine Dueber-Hampden 17-jewel watches, Nos. 709,346 and 857,004. We are very much pleased with them, and can safely say we are always on the dot. They give the best of satisfaction and we would not be without them.

J. F. JORDAN,
W. H. CRAWFORD.

ANOTHER RECOMMENDATION.

Dayton, O.

I am an engineer on the C., H. & D. R. R. I have used one of your best Hampden watches for the last ten years, and it has given me the best of satisfaction. I would recommend it to any railroad man for keeping good time.

CHRIS. L. SWEETMAN.

"THE FINEST IN THE WORLD."

Cumberland, Md.

I am conductor on the B. & O. R. R. It is a question of seconds with the Dueber-Hampden watches, for the one I have got is one of the finest in the world.

J. R. FISHER.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent Dueber-Hampden Watches,

393 Richmond Street, LONDON, Ontario.

plainly shown by the account of the chief points of Boer misgovernment. How ready the Outlanders were to throw in their lot entirely with the Republic may be seen by reading the text of the manifesto: "The three objects," it says, "which we set before ourselves are: (1) The maintenance of the independence of the Republic, (2) the securing of equal rights, and (3) the redress of grievances."

The deplorable story of the Jameson Raid is told in detail, and it is plain that the Johannesburg reformers were heavily sinned against in this matter; but we can do no more than refer to it here.

Stern and unhesitating as is Mr. Fitzpatrick's exposure of injustice, bad faith and corruption among the Boers, he yet shows his appreciation of their better qualities. Unmistakable as is his loyalty to England, he does not count her blameless in her dealings with South Africa. His concluding words may be painful, but they remind us in these anxious days that there are worse evils than war, and stir us to that loyalty which, nobler than instinct, desires the highest good of its beloved country.

"Appeal," he says, "has been made to England. Only the blindest can fail to realize how much is at stake, materially and morally, or can fail to see what is the real issue, and how the mother country stands on trial before her children, who are the empire. Only those who do not count will refuse to face the responsibility in all seriousness, or will fail to receive in the best spirit the timely reminder of past neglect. If the reproaching truth be a hard thing to hear, it is, for those whose every impulse jumps towards championing the great home land, a far, far harder thing to say. Unpleasant it may be, but not without good, that England's record in South Africa—of subjects abandoned and of rights ignored, of duty neglected and of pledge unkept, of lost prestige and slipping empire—should speak to quicken a memory and rouse the native sense of right, so that a nation's conscience will say, 'Be just before you are generous! Be just to all – even to your own!"

COLORING PLASTER ARTICLES.—Frequently, in order to obtain colored plaster objects ochre or powdered colors are mixed with the plaster. This means leaves much to be desired, because the mixture is not always perfect, and instead of the expected uniform color, blotches appear. Here is a more certain method: Boil Brazil-wood, log-wood or yellow wood in water, according to the desired color, or use extracts of the said woods. When the dye is cold mix it with plaster. The dye must be passed through a cloth before use. One may also immerse the plaster articles, medals, etc., in this dye, but in this case they must be left for some time and the operation repeated several times.

GILDING by the mercurial process is in vogue with amateurs to obtain a greenish reflection of a particular type, and again because it is impossible by this process to make an absolute failure. The gilding is obtained by an analysis of gold and quicksilver of definite proportions deposited on the surface of copper and rubbed with a scratch brush; then the quicksilver is evaporated over a slow fire and the deposit of gold remains adherent. This amalgam requires at the maximum half a gram of gold per square decimeter. [The square decimeter is equal to about 15½ square inches, the decimeter being the tenth part of the meter, which is 39.368 inches in length.] With the same quantity of gold a surface of a thousand square decimeters can be gilded by the galvanic process; that is to say, a surface a thousand times as great, but with a coating a thousand times thinner. The galvanic process, at the same price, will give a coating of gold thicker and more resisting than quicksilver, but the difficulty is to ascertain the thickness. A thin deposit is often more brilliant at first than one thicker, and usually differs only in the durability. In this matter it can be said that we ought not to judge by appearances, but on the other hand it is one where the apparel makes the monk. By this process the greenish reflection so prized by amateurs can also be obtained. It suffices after giving the coating of gold, to put on it another of quicksilver. The amalgam is disposed of in the same way, by placing the object over a gentle fire, under a close covering to convey away the mercurial fumes.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MR. GEO. J. VANSTONE has opened up a jewelry business in the town of St. Mary's, Ont.

MR. F. C. MCDONALD, jeweler, of Hensall, Ont., graduated from the Detroit Optical College in March.

UNCLE LEVETUS slipped from the platform of a car, badly straining his ankle. We are glad to learn that he is again about.

MR. R. B. HILLMAN has removed his jewelry business from New Dundee to Port Elgin, Ont., where he proposes to carry it on in future.

JEWELER J. H. PELLETIER, formerly of St. Anne la Pacatiere, Que., has removed his business to Frazerville, Que., where letters will find him in future.

MR. F. B. STEACY, son of the late T. B. Steacy, of Brockville, has succeeded to his father's jewelry business and will carry it on as heretofore, under the style of F. B. Steacy.

WE COMPLIMENT the *Canadian Optician* on its new and pretty cover. It is printed in gold and bronze blue and graced by an excellent portrait of Mr. F. W. Nolte, Victoria's optical expert.

MR. R. J. SIME, representing the Julius King Optical Co., is at present touring the Dominion in the interest of the De Zeng Refractometer, and incidentally putting in a good word for the Anchor Guard.

GONE WEST.—Mr. John Asseltine, formerly in the employ of Mr. F. Coates, jeweler, Kingston, has taken Horace Greely's advice to "go west," and left last month to take up his residence in Great Falls, Montana, U.S.

THE COHEN BROTHERS, Limited, are completely settled in their new premises at No. 24 Adelaide Street West. They have fitted up their new home comfortably, and will be glad to receive their many friends and customers.

MR. NAPOLEON JALBERT, after being out of the jewelry business for some years, has again opened up on his own account at 1837 St. Helen Street, Montreal, where he desires that THE TRADER will find him regularly as in years gone by.

THE SUCCESS which has justified The Cohen Brothers' recent expansion is another victory for Canadian industries. It is only a few years since all spectacles were imported. To-day most of our high grade spectacleware is made in Canada.

REMOVAL.—Mr. John W. Gabriel, jeweler, of Halifax, N.S., has removed his place of business to 285 Barrington Street in that city. He does us the compliment of saying that he can't do without THE TRADER, and wants us to be sure to have it follow him to his new address.

LEVY BROS. CO., LIMITED,

Hamilton, Ont.

YOU CAN MAKE MONEY IN 1900.

Jewelry, so long unfashionable, is coming into favor again. Bracelets, Brooches, Neck-chains, Earrings will be worn.

WE HAVE ALL THE LATEST NOVELTIES

in these lines and our travellers will show them to you if you wait.

DO NOT BE DECEIVED WITH CHEAP GOODS.

HIGH-CLASS, LOW PRICED GOODS

is what you require to make your business successful.

We have them.

In American and Swiss Watches

you will find our stock complete. Our prices are as low as any. Where they are not as low we will always rectify the error.

PRECIOUS— **DIAMONDS.** —STONES.

OUR STOCK WILL BE FOUND LARGE, VARIED, LOW-PRICED.

CLOCKS of the Best Makers always on hand.

MESSRS. H. & A. SAUNDERS report that they are still working two or three nights every week to enable them to keep up with their orders. Their H. & A. S. gold filled chains are meeting with great success and are much appreciated by the trade.

THE MONTREAL OPTICAL CO.'s travellers have been in hard luck. Uncle Levetus has been laid up with a strained ankle, Mr. Forsythe was a victim of the grip, and Mr. Butler detained by storms. They are all hustlers and will soon make up for lost time.

MESSRS. H. & A. SAUNDERS intend shortly putting on the market a new collar button and stud on which they have been working for some months past. It is made in 10 and 14k., sterling, and 1/10 plate, and every live jeweler should send for a sample.

MR. A. H. BOOTH, jeweler, of Sudbury, Ont., is enlarging his store and fitting it up with new wall show cases and other up-to-date fittings. When the alterations are completed, Mr. Booth expects to have one of the prettiest jewelry stores north of Toronto.

MR. JULIUS SAUNDERS, manager for H. & A. Saunders, reports that notwithstanding the increase they made in their factory in January last they will soon have to enlarge again and take on more hands so as to keep up with the increase in their business, which up to date has been very large.

MR. HARRY B. THORNBURY, secretary of the wholesale jewelry firm of C. G. Alford & Co., New York, died last month from pneumonia after an illness of one week. Mr. Thornbury was born in Canada and went to the States when he was fourteen years old. He was prominent as a Mason.

MR. HERBERT KENT, of the firm of B. & H. B. Kent, the well-known Yonge Street jewelers, of Toronto, spent about a fortnight in New York during the early part of March, during which time he succeeded in picking up a splendid assortment of fashionable jewelry, bric-a-brac and diamonds.

MESSRS. GEO. H. LEES & CO. report that the relief of Ladysmith and the success of the British armies in South Africa has made such a boom for British and Canadian flags that they find it difficult to fill the orders with their usual promptness. They are also getting out a line of souvenir bangles which they hope to have in shape to show their customers in a few weeks.

MR. A. R. HARMON, of Montreal, the Waltham Watch Company representative in Canada, paid a flying visit to Toronto for three days last week. He reports their factory as still exceedingly busy and away behind orders even on high grade movements. While ladies' goods are getting slightly more plentiful, men's watches will be scarce for some time to come.

THE J. COULTER CO., Limited, Toronto, report a great increase in business for the past three months over former years. Judging the balance of the year from the past they will no doubt have a large year's business as they have been running full time during January, February and March with a large staff of employees. The prospects for the year seem to be very bright.

PEOPLE GOING THROUGH the factory and warehouse of the Cohen Brothers, Limited, are impressed with the wonderful brilliancy of the light. This is due to the use of the solar prisms which are inserted in their windows, these prisms taking the light from above, and so bending the rays as to throw an even light along the entire eighty feet, which constitutes the depth of their building.

THE FOLLOWING STUDENTS completed a course of instruction under Dr. W. E. Hamill at the Optical Institute of Canada during the March class, viz.: H. H. Mitchell, Oshawa; R. Robertson, Hagersville: J. W. Armstrong, Toronto; Dr. J. V. Frazier, La Peer, Michigan; W. N. Stock, London; H. L. Shaw, Waterloo, Quebec. Next class commences April 16th at 2 p.m.

BRANCHING OUT.—Mr. K. Bezanson, the well-known jeweler, of Moncton, N.B., has just opened up a branch store at North Sydney, C.B., where he proposes to carry a full stock of up-to-date goods and push business. The fixtures and fittings generally of the new store will be of the latest design, and this branch will be under the management of Mr. Frank Bezanson, son of the proprietor.

FOR EUROPE.—Mr. Harry Ryrie, of Ryrie Bros., left Toronto for Europe *via* New York on the 26th March, on a buying trip for his firm. As usual he will visit the markets of Italy, Austria, Germany, France and Great Britain in search of novelties of every kind, and if he don't succeed in obtaining them he will surely belie his past record. We wish him a prosperous trip and *bon voyage*.

OUR READERS will learn with regret that Mr. George Galloway, head accountant in the firm of P. W. Ellis & Co., was about six weeks ago forced to undergo an operation at the St. Michael's Hospital, Toronto, for appendicitis. This, we are pleased to say, was eminently successful, and he has been steadily recovering ever since and expects to resume his regular duties again at an early day.

HYMENEAL.—The marriage of Frances Charlotte, daughter of Mr. W. P. Cooke, the well-known jeweler of Port Arthur, to Mr. George T. Liddle, was solemnized at the Baptist Church in that town on the afternoon of Tuesday, the 27th March. The bridal couple left on their tour, carrying with them the hearty congratulations and good wishes of a large circle of friends and acquaintances, in which THE TRADER is glad to join.

THE BOX of chocolate presented by Her Majesty the Queen as a Xmas gift to the late C. E. Jackson, of Toronto, was exhibited last month in the window of Wanless & Co., the Yonge Street jeweler. Mr. Jackson was a member of the first Canadian contingent for South Africa, and was killed in action at Paardeburg, South Africa, on the 18th February, during the attack on Gen. Cronje's forces in which our gallant Canadians bore so prominent a part.

A PECULIAR ACCIDENT.—The plate glass show window in Mr. Frank Coates' jewelry store, Kingston, Ont., was last month smashed by the cross-arm of the electric light pole falling on it. A man was adjusting the wires, and the cross-arm broke. In order to save himself from falling, he let go the arm, which ran down the wire, and struck the window in the middle, shattering the pane. Mr. Coates suffered considerable inconvenience by the mishap.

FOR SALE.—As will be seen by the advertisement on another page of this issue, the executors of the estate of the late Thomas Allen, of Montreal, are offering his retail jewelry business on St. Catharine Street in that city for sale by private tender. This business has been in operation for over thirty years, and has always been a paying one. It therefore offers an unusual opportunity for any retail jeweler with some capital to step into a well-established and paying business at comparatively little outlay.

MESSRS. J. J. ZOCK & CO. have been even more than busy during the past month in every department of their business. Mr. Zock says that although they have enlarged twice within two years they are still cramped for room, and he has therefore just completed arrangements to lease the entire lower flat of the building they are in, formerly occupied by the Cohen Bros. Company. He has ordered new and improved machinery for fitting up the new premises, and expects to occupy it as soon as the necessary alterations can be completed.

A WELL-KNOWN BRANTFORD JEWELER SUDDENLY CALLED AWAY.—Mr. A. B. Wilks, of Brantford, while going down stairs in his house on the evening of Saturday, the 24th February, accidentally missed his footing and was precipitated on his head, rendering him unconscious for some time and subsequently resulting in concussion of the brain. He only survived the shock a short time and passed quietly away on the following Sunday afternoon. Mr. Wilks was a single man, thirty-eight years of age, and resided with his father at the time of his death.

MR. W. W. COLE, well known by every jeweler in Ontario and the Eastern Provinces, is now on his spring trip through Quebec and the Maritime Provinces, and we believe that every jeweler will give him their hearty support, as he is now a member of the largest concern in Canada in the manufacturing of jewelers' cases, paper boxes, etc. Mr. Cole is the Vice-President of the J. Coulter Co., Limited, of Toronto. He has done all in his power in the past nine or ten years to please his customers, and we wish him prosperity in this year's work as he has had in the past.



THE FULTON JEWEL MFG. CO., LIMITED,

See our samples before placing orders elsewhere.

MAIL ORDERS PROMPTLY ATTENDED TO.

New Goods,
New Styles,
Rock Bottom Prices.

40 COLBORNE ST. AND 13 LEADER LANE,

TORONTO, ONT.

DEAD.—Mr. W. J. Morley, jeweler, of 764 Yonge Street, Toronto, died at his residence on the 10th March after a very short illness. It appears Mr. Morley caught a severe cold which he neglected, and it developed into pneumonia which resulted in his death within a week. What made the bereavement all the more distressing to his family and friends was the fact that his sister-in-law, who lived with his family, died of pneumonia only a few days before Mr. Morley under almost precisely similar circumstances. His family have the sincere sympathy of the trade in their bereavement.

DEAD.—Mr. Gottfried Strauss, a well-known and highly respected resident of Toronto, died at the residence of his son-in-law, Mr. E. Scheuer, 299 Sherbourne Street. Deceased had been ill only a few days. He was born in Germany in 1819, and had lived in his native country until ten years ago, when he came to Canada. He took up residence in Toronto, and had lived here ever since. Mr. Strauss was a member of the Liederkranz Club, and attended the Holy Blossom Synagogue. He leaves five children, Mrs. E. Scheuer, Mrs. B. Scheuer, Mrs. B. Strauss, Mrs. E. Youngheart and Miss Strauss.

A DRAWING CARD.—Frank T. Proctor, of 344 Yonge Street, Toronto, one of the most wide awake jewelers in the city, had a very attractive drawing card in his shop window last month in the shape of an ingeniously arranged automatic device made of cardboard. This represented President Oom Paul Kruger, dangling upon the end of a rope thrown over a limb of a tree, the other end of which was being manipulated by General Lord Roberts. Coming as it did during the excitement of Cronje's surrender and the relief of Ladysmith it attracted a great deal of attention from the curiously disposed.

HONOR TO A WELL-KNOWN HAMILTON JEWELER.—At the annual session of the Grand Council Royal Templars of Temperance of the Province of Ontario, which was held at Milton about a month ago, Mr. George H. Lees, the well-known manufacturing jeweler of Hamilton, one of the hardest working and devoted templars in Canada, was elected as Grand Past Councillor. If we remember rightly Mr. Lee has filled almost every office in the gift of this organization, even up to Grand Councillor, with conspicuous faithfulness and ability, and it is therefore a pleasure to his friends to see that his sterling merits still continue to receive the recognition which they deserve.

NO FIGURES ON THE DIAL.—It has been decided by Mr. J. J. Lennox, architect of the Toronto's new City Hall, that on account of its immense height from the ground, the new clock which it is proposed to place in the tower of that building, will not have any figures on the dial. He says that although the dial will be eighteen feet in diameter the figures could not be discerned from the ground, hence his decision. From what we know of such matters we should say that as people usually tell the time by the relative position of the hands the average citizen will be able to do just as well without figures on this dial as with them. This innovation will be watched by the trade with interest anyway.

PNEUMATIC CLOCKS.—A special meeting of the Property Committee of the Toronto City Council was called last month for the purpose of considering the question of clocks for the City Hall. Mr. Lennox, the architect of the building, recommended the pneumatic system, for which preparation had been made by putting in the necessary tubing during the construction of the building at a cost of $750. In the latter part of 1898 tenders were obtained, and that of Messrs. Ambrose Kent & Son, of Toronto, was the lowest for forty clocks, at $1,145. Mr. Kent was present and showed a sample of the dial proposed to be used, of plate glass, twenty-four inches in diameter for the court-rooms and eighteen for the other offices. It was recommended that this tender be accepted.

SUDDEN DEATH OF A MONTREAL JEWELER.—Mr. J. H. Boivin, jeweler, of Montreal, was found dead in his room over his establishment at the corner of Notre Dame and St. Vincent Streets on the afternoon of Monday, March 19th. He was seen for the last time alive on the Thursday evening previous, when he said that he would start the next morning on a visit out of town to return Saturday. According to all indications, he died Thursday night, for no one saw him alive afterwards. Mr. N. Fortier, photographer, who keeps a shop over Boivin's on the third floor, had his suspicions aroused on Monday morning, and sent for some keys to open the door. Mr. Boivin's body was found on a sofa, the face being much discolored. The dead man was subject to weakness of the heart and last year about this time he was found unconscious in his rooms.

MESSRS. SAUNDERS, LORIE & CO., finding even their present enlarged quarters on Bay Street altogether too small for their growing business, have taken a lease of the premises, 67 Adelaide Street West, formerly occupied by the American Watch Case Company before they built their new factory on King Street West. Saunders, Lorie & Co. have spent a great deal of money during the past two months in fitting up their new factory with the latest machinery and labor-saving devices known to the trade. To this end Mr. Lorie paid a visit to Newark, Philadelphia and New York, and brought back with him a great many new ideas, which he has put into operation here. The firm expect to be settled down in their new premises about the middle of the present month.

STRIKING AT DEPARTMENT STORES.—One of the outcomes of the prosecution of the T. Eaton Co., Ltd., by the Retailers' Association for misrepresentation of goods in their advertisements, is the introduction of a bill in the Ontario Local Legislature this Session by Mr. Hill, M.L.A., member for West York, to amend the Ontario Companies Act, providing that in the case of any incorporated company engaged in the business of merchants or mercantile enterprises, the president and secretary shall be liable for every act committed by or on behalf of the company. The preamble sets forth that corporations and companies may do things with impunity which, in the case of private individuals, would be punishable under the Criminal Code. The bill is inspired by the Toronto Retail Merchants' Association, who refer particularly to the misrepresentation of goods.

THE COHEN BROTHERS, Limited, last month accomplished a wonderful feat in moving. On Friday until noon their entire factory was running as usual. At one o'clock the regular work in the frame room was stopped and by the following Tuesday noon all the machinery, shafting, belting, pulleys, electric, gas and water fixtures were all in working order in their new premises. It was not until three o'clock that the lens and prescription department shut off their power and by Tuesday at 7 a.m. all was running smoothly. On Monday they experienced considerable difficulty with one of their motors which caused much delay. "This place will be running by to-morrow morning if we have to stay here all night," said the manager of the lens-room on Monday. He left the place himself at 7.30 Tuesday morning, but the prescription department was running when he left it.

HURRAH FOR THE SHAMROCK.—The command of Her Majesty that on account of the heroic gallantry of the Irish regiments engaged in the South African war, they should henceforth be allowed to wear Ireland's National Emblem, the dear little shamrock, on every recurring anniversary of Ireland's Patron Saint, Saint Patrick, has been most enthusiastically received throughout the British Empire, not by Irishmen only, but by English, Scotch and British and every other nationality. The green flag and the shamrock hitherto almost exclusively used by those whose aim was separation from Great Britain, has now been adopted as the emblem of loyalty, and has by Her Majesty's action been purged from all suspicion of disloyalty. The shamrock will hereafter be worn on St. Patrick's Day (as it was on the 17th of March last) by Britons of every nationality, and will be known as the badge of Unity instead of division as heretofore. So may it be forever.

SLEIGHING PARTY.—One of the jolliest and most enjoyable sleighing parties Toronto has seen this winter was held during the early part of last month by the employees of Ambrose Kent & Son. The party drove to Weston, where a most enjoyable time was spent at the Eagle House. After an excellent supper, the chairman, Mr. W. L. Wilkinson, proposed the toast of Queen and Country, and in response to the other toasts Mr. Luke spoke for the store, Mr. J. Kent for the

The Perfected American Watch.



A GOOD watch is a necessity of civilization. Many a man has lived to a ripe old age without taking closer note of time than he could from the sun's advance or the recurrence of his desire for food. So, many have dwelt within sound of the locomotive without ever having travelled by railroad train. Such persons are as milestones by which the surrounding community marks its progress. Everyone may not always feel the need of a good watch. The same may be said of bread or of meat; but there often comes the moment when a reliable watch is master of the situation. That is the necessity; and the point is the possession not only of a pocket time-piece, but of a good one. With a good watch one need never be late nor hurried. A poor watch is worse than none.



The order of our daily doings is regulated by the little monitor that tells the moments. It may be accurate when we are not, but it is seldom wrong without misleading. A poor watch is dear at any price; a good watch is worth its cost. A reliable watch is a splendid investment. It gives better return and depreciates less in proportion than any other article of personal wear or use. Like the human heart, it works unremittingly. If treated with common care and cleaned as occasion requires, it will, excepting accidents, outlive its wearer. Though the case be thinner at the end of twenty years than it was when new, the movement, if originally good, will be as vigorous and exact as the day it left the factory. Moreover, it never goes out of vogue. How much is an overcoat that cost you $40 worth after five years' wear, compared with a watch that cost the same?

We are speaking now about the WALTHAM watch, and to the person who is not carrying one. Eight million people have them. To such the watches have told their own story.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

office staff, Dr. Geiger for optical department, Mr. Westby for the watch repairing department. Mr. J. McCauley, on behalf of the factory, presented Mr. Lackie, who is going to the Paris Fair, with a handsome watch suitably engraved. Mr. A. J. Brown presented Host Sellis with a large signet ring from the firm's baseball club in recognition of past favors. Mr. Wilkinson presented Joe White with a handsome gift. The party reached home in good time, tired, but thoroughly pleased with their trip.

A True Patriot.—The son of the Rev. A. Findlay, of Barrie, Ont., was one of the gallant young Canadians who gave up his life at the battle of the Modder just previous to General Cronje's surrender. In reply to a resolution of sympathy from the council of the town of Barrie, Mr. Findlay replied: "The fact that our gallant son fell in defence of the Empire and the rights and liberties of British citizens is to us a source of comfort. If this cruel war has the effect, which doubtless it will, of welding more closely together the varied interests of our noble Empire, while it secures for the down-trodden and oppressed those rights and liberties which under the British flag will be theirs, we feel honored in being permitted to bear a share of the terrible price by which those blessings are being purchased." This has the right ring about it; and while condoling with Mr. Findlay upon his irreparable loss, we must admire the spirit in which he takes it, and his wish that out of the present evil may come good to mankind.

The Business Outlook.—Trade generally during the past month has been quiet, especially during the last two weeks. The reason given for this by dealers throughout the country is that the unusually severe snow storms blocked the roads so completely as to prevent the farmers from hauling their grain to market, and consequently they did but little buying. This has been especially true of the jewelry trade during the first two weeks of March, but the latter half of the month has shown a decided improvement, and most of our jewelers have been fairly busy and making more than the average number of sales. American watch movements keep scarce and prices are as fully maintained as during the holiday season. Watch cases have stiffened somewhat in price on account of the advance in labor, more particularly in the engraving department of all the factories owing to the strike in the United States. Clock manufacturers are as busy as during last year and prices remain normal. In gold and plated jewelry the demand continues very brisk and appearances indicate that prices of last year will be maintained during the coming season.

Mr. E. Saunders, of Saunders, Lorie & Co., manufacturing jewelers, of Toronto, arrived home about the middle of March, crossing the Atlantic on the steamer *Lucania* and coming by way of New York. He reports a first-class trip in every way, and although diamonds were scarce and dear he managed to pick up some very nice lots of unset stones. Mr. Saunders says that the general impression amongst the diamond merchants of Great Britain and the Continent is that the price of diamonds will go up slightly in the near future, and that it certainly will not rule lower than at present for a long time to come, if at all. As is well known to the trade, the world's diamond supply is practically in the hands of one syndicate whose interest it is to keep prices up to their present standard as long as possible in order to recoup themselves for their tremendous loss during the present war in the Transvaal. It is said in England the first shipment of diamonds from Kimberley since its relief by General Lord Roberts is now on the way, and as the bidding for it will be very spirited, an advance of at least five per cent. on present prices is expected for it.

Astonishing.—We were somewhat astonished to learn the other day that the number of students who attend the Canadian Horological Institute from the United States is yearly increasing, and that if it keeps up at its present ratio it will only be a matter of time when the students from the other side of the line will far outnumber our Canadian students. It is singular that the same state of affairs obtains at the Veterinary College in Toronto, the fame of which is so great in the United States that more than one-half of the students for years past have been from across the line. While this is in a manner to be regretted in the case of the Horological Institute, it must also be a source of pride to Principal Playtner that his school has intrinsic merit enough to draw so many students from a country where competition in this line is even more than keen. It certainly speaks volumes for the high standard of his institute, and the practical results which come from its course of instruction. The old book says: "A prophet is not without honor, save in his own country." It almost looks like it, in the case of the Canadian Horological Institute.

A Toronto Crook Nabbed.—Early on the morning of the 27th March, as Police Constable Crowe, of Toronto, was patrolling his beat on Yonge Street, he saw a man acting in a suspicious manner on West Richmond Street and followed him around until he entered a house at 188 West King Street. Here the policeman spoke to him, and, after a little questioning decided to place him under arrest on a charge of vagrancy. At the station the prisoner gave the name of James Phillips, but he was afterwards identified as one Fred. Thornton, a Toronto crook with a long and very bad record. In his pockets were found 38 gold plated watches, 119 rings, 48 penknives, 4 magnifying glasses, 4 match boxes and several other small articles. Phillips offered no explanation as to how he came by the valuables, and was placed in the cells to await developments. Only a short time elapsed before Constable Patterson reported at headquarters that Johnston & McFarlane's store at 110 Yonge Street had been entered by a rear door, and a large amount of jewelry carried off. The valuables found on Phillips were afterwards identified as part of the stolen property, and the prisoner was then charged with the shop-breaking. He pleaded "not guilty" and was remanded for a week for trial.

Corundum Development in Canada.—Mr. Archibald Blue, director of the Ontario Bureau of Mines, last month received a letter from Mr. George Edwards, the millionaire silver manufacturer, of Bridgeport, Conn., U.S., saying that the corundum lands which he controls in Eastern Ontario, would be at once developed. Mr. Edwards is the chief figure in the syndicate organized last summer by Mr. B. A. C. Craig, of Toronto. He states that organization has been completed, and that orders have been given for the erection of a building and equipment on the York branch, a tributary of the Madawaska, in the Township of Raglan, and on which corundum has been discovered. The contract of the syndicate with the Ontario Government calls for the erection of works with a capacity of one hundred tons per day. The corundum rock on this basis, providing the mill runs 300 days in the year, should produce 4,500 tons of pure corundum per annum. The syndicate has a bona fide offer from one of the largest emery wheel manufacturers in the United States to take 3,000 tons annually if it has a monopoly of the Canadian product. The syndicate has refused this offer, because, it has offers from Germany, England, and the United States to take all its product. Already emery wheels have been manufactured from the corundum on the York branch by the Prescott Emery Wheel Co., the Hart Emery Wheel Co., of Hamilton, and half a dozen firms in the United States, and will be exhibited at Paris.

Not an Optical Illusion, but an Optical "at Home."—The Cohen Brothers, Limited, are nothing if not original. We are familiar with Gymhankas, Smoking Symposiums and other fashionable frills, but a real live Optical "At Home" furnishes the scratch mark for the new century. The "At Home," which was held in the Forum Hall on the evening of the 17th of March as a sort of house warming for the new premises of the Company, was a delightful gathering of the officers and the employees and friends, and numbered upwards of a hundred. Dancing was indulged in until the "wee sma' hours," plentifully interspersed with edible and musical numbers, and a "real live cake walk." In a short speech, Mr. L. G. Amsden, the Secretary of the company, briefly referred to the part the employees had borne in creating a Canadian industry, and pointed with pride to the fact that of the large staff of experts in the employ of the firm not one had been imported, but all had received their training in their present employ. "Not only do we make the best spectacleware on earth, but we make the skilled mechanic with-

For Spring Trade.

We have the most complete line carried in Canada. In addition to our regular line of

HOLLOW WARE,

to which we are adding a number of new and salable designs, we have the goods of the

Meriden Silver Plate Co., the Victor Silver Co. and the Derby Silver Co.

We also carry a full line of Sterling Silver, both Hollow Ware and Flat Ware.

The goods of the Meriden Cut Glass Co., which we carry, are too well and favorably known to the trade to require any comment.

In Flat Ware we have added some of the newer patterns of the Star Rogers Bro. Goods, of Waterbury, among them being the latest designs, the "New Century" pattern. Kindly give the lines a look over when our travellers call. They will certainly interest you.

Standard Silver Co.

TORONTO, CANADA.

out which success is impossible," was the concluding remark. Mr. Harry Scarboro, the youthful prescription artist of the company, replied upon behalf of the employees in an oration that was as clean cut as his own handwork. He said: "You know that in the grinding department we use sponges to suck up the water from the stones; well, some workmen are like these sponges, they suck up everything that comes, but they never give anything until they are squeezed, not even honest work."

SILVER WEDDING.—Mr. George Andrew, the well-known jeweler of Winnipeg, and his wife, celebrated their silver wedding last month, and the gathering of relatives and friends was one of the most enjoyable of the season, being attended by over one hundred people. The lovely home of the host and hostess was beautifully decorated with flags, roses, carnations, hyacinths, evergreens and palms, presenting a decidedly tropical appearance, while the event which was being commemorated was exemplified by a handsome bannerette, the work of one of the friends, which hung in the centre of the drawing-room, with the inscription "1875-1900." Evans' orchestra was in attendance, discoursing sweet music throughout the evening. Numerous presents of silverware attested the high esteem in which Mr. and Mrs. Andrew are held. Besides being congratulated by their many friends, the happy couple were presented with the following address: "Dear Mr. and Mrs. Andrews:—The undersigned, some of your most intimate friends, feel that they cannot allow this auspicious opportunity to pass without conveying to you some idea of the high regard and esteem they bear for you. Many of us have been closely associated with you for a great number of years, some since the commencement of your married life, the silver anniversary of which we are gathered together to celebrate. Believe us that our hearts are filled with the kindest thoughts and best wishes for your future welfare, and we ask you to accept from us the accompanying slight token of our esteem and friendship, to serve as a reminder in years to come of this happy gathering." The gift which accompanied the address was a case of very handsome pearl handled knives, forks and solid silver dessert spoons, all of which were suitably engraved.

A HALIFAX JEWELRY CASE.—Our readers will doubtless remember the case of Michaels v. Michaels some months ago arising out of the failure of the firm of Levy & Michaels, of Halifax. The cause of the action was the recovery of $10,000 evidenced by a promissory note made by Mr. A. L. Michaels in favor of his then partner, Mr. Levy, and by the latter transferred to the wife of Michaels. Mr. Levy subsequently died, and later on, before the note matured, the firm carried on by Mr. Michaels the surviving partner, failed. Mrs. Michaels thus became one of the principal creditors of her husband's insolvent estate, and she sued for the amount of the claim and was non-suited. From this decision Mrs. Michaels appealed. The question for the decision of the court was: Had this note been acquired "otherwise than through her husband?" If so the provisions of the Married Woman's Act vested in the wife the right to hold the note. The judge thought it had been acquired otherwise than through her husband and that the appeal should be allowed with costs. The Chief Justice held that under Chap. 94, Revised Statutes, and the present Married Woman's Act, while she could not under common law enter action against her husband she had power to hold, take and enjoy personal property even against her husband. He thought the same right to hold a promissory note was vested in the wife as if it were a watch. The husband could not withhold it or make it his property. Justice Townshend, in reading his judgment, affirmed that married women cannot contract with husbands. In indorsing this note Levy transferred the contract as indorsing transfers all the rights of the indorser. The indorsee becomes a partner to the contract. The note was thus involved. She could not recover. The appeal should be dismissed. Justice Meagher agreed with Justice Townshend. He thought a wife could not make a contract with her husband under the statutes. This property came in a shape involving contract. The appeal should be dismissed. The result of the above is that the appeal fails and the original decision stands.

TARIFF CHANGES.—The speech of the Hon. Mr. Fielding, Minister of Finance, delivered on the 23rd March, has been received throughout Canada with curiously different feelings, probably according to how it has hit people. To "free traders" it is but a stepping-stone on the highway to absolute free trade as they have it in England and only another proof that the ultimate goal of Canadian tariff reformers is just that and nothing else. Protectionists on the contrary, see in it a real menace to existing Canadian industries, many of which they predict will be adversely affected by this reduction of duty on English goods. They argue that so far as the loyalty of Canada goes, it has been just as clearly manifested by our former discrimination of 25% in favor of British goods as it will be with the 33% preference now proposed to take effect on the 1st of July next. They also argue that Canada's true interest demands that we shall do nothing in the way of tariff changes to cripple, but rather to strengthen our existing manufacturing industries and to induce more new ones to go into operation. Viewed from this standpoint, they say that it will not advantage Canadia to admit British manufactures at a rate of duty low enough to displace the product of Canadian workshops and thus take the bread out of the mouths of Canadian artizans as this change surely will do in many lines. They hold that Canada can best serve the Empire by making herself prosperous, strong and self reliant, and that anything that interferes with this, will work harm instead of good to this country. So far as our judgment goes, we are afraid that this last reduction on British manufactured goods will not only unsettle trade for some time, but seriously affect the output of Canadian factories in many lines which come into direct competition with them. Of course, only experience will show just how much and how many of the competing industries will be affected, and it is not improbable that the present world-wide prosperity of which we are having our share may prevent Canadians from realizing just at once how much this latest change is going to adversely affect them. But come it will sooner or later, and this country will again have to learn the lesson that even a "revenue tariff" is unsuited for the needs of Canada, and that nothing short of straight out and out protection will either hold or build up our manufacturing industries. As we said in our last issue when this change was rumored, the tariff is a bad thing to monkey with, and probably about as dangerous as the buz saw.

DIED ON THE FIELD OF HONOR.—Although the war in Africa has undoubtedly added many laurels to the Dominion of Canada whose gallant sons have proved themselves worthy descendants of the race from which they sprang, it has also a melancholy side when we think of the splendid lives which have been cut short in the service of the Empire and of liberty. One of these, Roland D. Taylor, son of Mr. E. W. Taylor, the well-known jeweler of Charlottetown, P.E.I., was amongst the killed at that gallant fight made by the Royal Canadian regiment at Modder River when Gen. Cronje and his men were brought to bay and so cornered up that they had eventually to surrender. Mr. Taylor has the sincere sympathy of the entire jewelry trade of the Dominion of Canada in his bereavement, and it may be of some consolation for him to remember in this hour of sorrow that his gallant son gave up his life in defence of justice and liberty and that his name will forever be held in loving memory by the Canadian people. The following tribute to his memory is clipped from *The Patriot*, of Charlottetown, and we are glad to give it a place in our columns: "'He died fighting for his country!' No more glorious epitaph can be written on the stone which marks the hero's grave. To-day it is the painful duty of *The Patriot* to give the casualty list of last Saturday's battle at the Modder River, in which the Canadian regiment were engaged. Among the killed appears the name of Private Rowland D. Taylor, of Charlottetown, P.E.I., and among the wounded are numbered Privates Lane and Waye, of Rocky Point and Hunter River respectively. Private Taylor was the eldest son of our respected townsman, E. W. Taylor, Esq. He joined the Charlottetown Engineers nearly two years ago, and when the call came last October for volunteers for the war in South Africa, was one of the first on the Island to offer his services. Having passed the medical examination, he left in the first contin-

gent under command of Major Weeks. Private Taylor was associated with his father in the jewelry business and was hardly past his majority. Of exemplary life, quiet and unassuming, he possessed the qualities which make the hero and win for England the supremacy of the world. His is the first Islander's (of the contingent) name to appear among the killed in the Transvaal war. It will be written on the scroll of fame, and his memory will long be kept green in his native province. When volunteering for the front it is said that Private Taylor exclaimed, 'My father is an Englishman, and I am am Englishman, too!' To-day the flags of the city are flying at half mast, and the entire community mourns the death of this gallant soldier. Over the deep grief of the parents and family, the press can only draw the veil of public sympathy."

THEY HAVE HAD ABOUT ENOUGH.—That the Boer leaders are about satisfied that the game is pretty nearly up may be inferred from the attempts they have recently made to make terms direct with Great Britain, as well as their unremitting efforts to get some of the great Powers to interfere. Oom Paul, crafty and ignorant as ever, cabled direct to Lord Salisbury, and wanted to know, now that British prestige had been restored, if they couldn't let up awhile, and argue the point over again. He professed his willingness to let bygones be bygones, and call off his dogs of war, if the British would guarantee the absolute independence of the Republics, hold blameless all of the rebel British subjects in Natal and Cape Colony, and accept the terms the Boers offered, and which were refused by the British before the war commenced. This offer reads strangely in contrast to that said to have been stated by President Kruger a few months ago, that Great Britain should pay the Boers a war indemnity of about $100,000,000, and allow them to annex those parts of Natal and Cape Colony that they had overrun. Even to President Kruger's modified proposals there could only be one answer from any self-respecting people who have been used as the British have been by the Boers, and that a decided refusal to treat on any other terms than *unconditional surrender*. Foiled in this method, President Kruger has tried Government after Government in order to get them to intervene, but so far, although several of those in Europe would like to do something to help the Boers, they have all declined the job, with thanks. The United States is the only country that has done anything at all, and even that was probably inspired more by the exigencies of local politics than of any desire to help the Boers. Indeed, the Democrats, in order to offset its effect on the approaching federal elections, assert that it was a put-up job between the Governments of the United States and Great Britain that the former should offer to mediate in the war if it met with the approval of both the combatants. Lord Salisbury's answer to this advance was that it was practically a purely domestic quarrel, and Great Britain could and would not allow any other country to meddle in it. While no doubt this reply was expected and was perfectly satisfactory to the American Government, it was like a bucket of ice water to those European Powers who were hankering for interference, as it was a distinct intimation to them that any meddling on their part would be taken as a *casus belli* by Great Britain. The stand taken by the British Government, and approved of by the entire people of the British Empire, is that the Boer Republics, having unjustly and unfairly started the quarrel, must put up with the consequences, which will be the absorption of their territory into the British Empire. Under the British flag and British laws, they will have every liberty that honest men can desire, except that which they appear to think their birthright, that of oppressing the Outlanders. After this war is over, Briton and Boer will be on an equality all over South Africa.

THE WAR.—Since our last issue went to press, the whole aspect of the war in South Africa has undergone a complete transformation. The relief of Kimberley was speedily followed by the defeat of General Cronje's army and its capture, the relief of Ladysmith, and the retreat of the Boer army in Natal northward to the apex of the historic triangle which has always been the battleground between the British and the Boers in former wars. These two memorable victories—the capture of Cronje's army and the relief of Ladysmith—coming as they did on the anniversary of Majuba Hill, that great day of Boer rejoicing, has thrown a wet blanket over the hopes and aspirations of the burghers that they will probably never recover from. These victories have, as we predicted, only been the prelude to further successes on the part of British arms, for not only has Bloemfontein, the capital of the Orange Free State, been captured, but the Boers have been driven entirely out of Northern Cape Colony, which they have held ever since the war commenced, and the entire strength of their forces thus occupied have either been forced to surrender to the British or beat a hurried retreat towards Kroonstad, the present headquarters of the allied burghers, with a strong probability of their being intercepted and captured *en route* by General French. The only fly in the British ointment at present, from a British standpoint, is that Mafeking has not yet been relieved. If reports are true, the gallant garrison are now in sore straits, and relief cannot reach them any too soon. It would be a great shock to the British people if the brave fellows who have struggled for the past five months, and, so far, won against overwhelming odds, were either captured or forced to surrender by the Boers. Their commander, Colonel Baden-Powell, is one of the heroes of the war, and everyone would be glad to see him released from his enforced captivity at Mafeking, and have an opportunity of exercising his great talents in some wider sphere of action before the war is over. That Mafeking has been able to hold out so long is, without doubt, owing to the foresight and nerve of one of Baden-Powell's subordinates, Lord Cecil (eldest son of Lord Salisbury, Premier of Great Britain), who last year, on learning from the Government contractor of the amount of stores being sent to provision that town, ordered him, on his own responsibility, to increase the amount fourfold, giving therefor his own personal notes for the amount, in case the British Government refused to pay for them. Had it not been for this foresight of Lord Cecil, there is but little doubt that Mafeking would long ago have been starved into submission. General Lord Roberts has taken up his headquarters in President Steyn's official mansion in Bloemfontein, and is quietly engaged in pacifying and bringing under British rule the large area of the Orange Free State now in the hands of the British. President Steyn and his army were chased from pillar to post for three days before the British entered Bloemfontein, and the Free State President – or, rather, the late President, as General Lord Roberts puts it—is said to have beat a rather hasty retreat from his capital in order to avoid capture. It is significant that the entry of General Lord Roberts into Bloemfontein was accompanied by every sign of rejoicing on the part of the Free Staters who remained there, and the reports that nearly half of the burghers of the Free State were opposed to the war, and will gladly hail peace even under the British flag, is being daily verified by events. While the main British army is recuperating, General Lord Roberts and his staff are making preparations for an advance when the proper moment arrives. This will probably be just as soon as Generals Gatacre, Brabant and French have cleaned up and pacified all the southern part of the Free State, and sufficient stores of food and ammunition have been collected at the great military depot he is now forming at Bloemfontein. Once this work has been completed and the relief of Mafeking accomplished, we venture to predict that a general advance will take place simultaneously by General Buller's force on the right in Northern Natal, General Lord Roberts with the main British army from Bloemfontein in the centre, and on the west by General Lord Metheun's army, either from Mafeking or some other point on the railway within striking distance of Kroonstad, Johannesburg and Pretoria. Assailed almost simultaneously in front and both flanks, it is almost impossible that the Boers can long withstand the disciplined valor of the British armies, which will now outnumber the burghers, probably two or three to one. From now on, the war will enter upon an entirely new phase, and we shall be surprised indeed if the Boers do not find that, however successful they may have been at the outset, when they outnumbered the British five to one and had everything in their favor, they will find that they have yet much more to learn about scientific warfare than they ever expected.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

CLOCKMAKER wanted. Must be a good man, and have a knowledge of watch work. A. Kent & Sons, Toronto.

CAN anyone furnish me with the *Keystone* for November and December for 1888. Address, stating price, to W. A. Purvis, Renfrew, Ont.

FOR SALE, or will exchange, a chronometer in good running order for a grandfather's hall clock; case and movement to be in good condition. For particulars, apply to Chas. F. Dyke, Yarmouth, N.S.

FOR SALE, at a bargain, a jeweler's safe, with trays; weight, 1,800 lbs.; good as new. Also, a stock of jewelry, including tools, lathe, &c. Apply to T. G. Benson, Indian Head, N.W.T., Assiniboia.

FOR SALE.—Jewelry business in good lively Ontario town of 4,000. Small stock; splendid retail trade; centrally located; rent low. Good reasons for selling out. Address D, care of TRADER Publishing Co., Toronto, Ont.

GOOD jewelry and optical business for sale. Established 1886. No opposition. Excellent repair trade. Double shop, with dwelling, in a healthy Muskoka town. Address, Joseph Gaynor, Gravenhurst, Muskoka.

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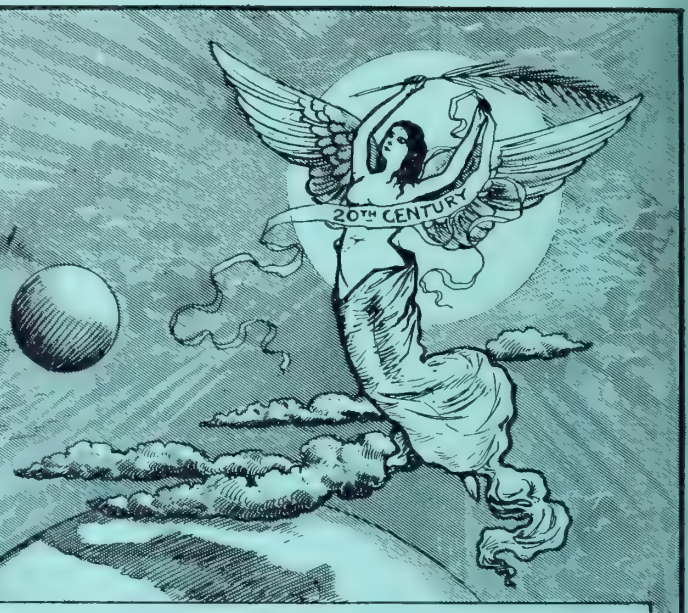
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20TH CENTURY JEWELERS' HERALD





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you to look
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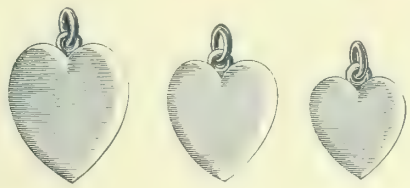
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If you have not seen them write for a sample dozen.

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We invite your inspection, not only of our jewelry, but of our stock of Diamonds, Pearls and Precious Stones of all kinds. Our arrangements in Europe for the purchase of these goods places us at the head of the Precious Stone business in Canada, and we propose to give our customers the full benefit of our facilities.

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The Trader & Canadian Jeweler

TORONTO, ONT., MAY, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
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EDITORIAL

LOAN GUILDS IN CHINA.

CANADIANS are, generally speaking, very much inclined to look upon the Chinese as a people so very far behind the age that they can learn nothing from them that would be of benefit to our more modern conditions. That we very much misjudge and underate these "celestials" is the opinion of even such good judges as Sir William Van Horne, who, up to date as he is, has formed a very high opinion of their business talents and integrity, and declares that we can even obtain a good many pointers from them which we might adopt with advantage. We have not the space in this issue to give even a brief resume of Sir William's reasons for making these statements, but as they are the result of his own personal observations and experiences in that country, we are satisfied that they are correct. We are sure, however, that if our readers could, as we have done, hear Canada's greatest railway magnate discourse upon the Chinese question and the vast potentialities of the trade that may be done between Canada and that country, they would treat the Chinese people with more consideration and respect than they have hitherto accorded them.

The average Canadian's idea of a Chinaman is formed from the laundrymen he sees in Canada, but it must be remembered that as a rule only the very lowest class of the Chinese have emigrated to this country. That they have plenty of clever people in China may be gleaned from the following extract from the *Indian Textile Journal*, which in a recent issue described a very interesting feature of business amongst the less favored native traders and merchants of China in the shape of a system of loan guilds, the object of which is to help members to procure a much-needed sum of money for business purposes, with the least possible delay and trouble, and at a minimum rate of interest. In order to effect this a number of traders and petty merchants—say fifty—organize themselves into a "loan guild"

Each member subscribes say a sum of 200 taels, to start with, and immediately a sum of 10,000 taels is collected and deposited into a native bank as a "loan fund.". In addition every member is bound to pay quarterly or half yearly, as the case may be, a call of 50 taels. These calls help to swell the original fund (10,000 taels) and provide against contingencies, such as the failure of a member to repay a loan. Each member when in need is entitled to receive advances up to a certain figure to be agreed upon from the "loan fund," whenever there is money, and at a nominal rate of interest, and without any security.

The advantages arising from this arrangement are so well appreciated by the members of the various loan guilds, that in order to maintain these institutions in good order and respectability, the individual members very seldom, if ever, abuse their privileges. Hence it comes that, in an out-of-the-way district of China, a foreigner may come across a very humble individual—a vegetable-seller, or a fruiterer—who can command the big sum of five or six thousand taels, when a tempting bargain is in sight, at a moment's notice. Each class of traders or merchants has its loan guild all over the country.

Even Canadian jewelers could at times appreciate the convenience of a "loan guild," such as the Chinese merchants organize and apparently run with advantage to all concerned.

THE FEDERATION OF THE EMPIRE.

A GOOD deal has been said lately about the federation of the British Empire, and some of the more enthusiastic and perhaps visionary ones have even gone so far as to lay out a scheme wherein Canada, Australia and all the other self-governing colonies would be represented in the Imperial House of Commons at London and even in the House of Lords. One has only to look at the matter carefully in order to see how unwise all such arrangements would be under present conditions.

Without doubt, under any such scheme of Imperial federation where the colonies would be represented in an Imperial Parliament, such representation in order to be fair at all, would have to be according to population; and in such a case, as the people of the Mother Country outnumber those of the great self-governing colonies by about three to one, their representation would necessarily be in the same proportion. In fact the

aggregate representatives of all the colonies would be completely swamped by those of the Mother Country.

It would also follow as a consequence of representation by population that the expenses of the defence of the Empire and other purely Imperial matters should be borne in proportion to population, and the colonies would find themselves compelled to assume a burden of expenditure which under existing conditions they would not only find a very severe and onerous tax, but one which would materially retard their progress in many ways. It has been said that Canada's contribution for her share of the Imperial army and navy alone would be in the neighborhood of $40,000,000 per year, which is pretty near as much money as we spent a few years ago for the entire Government of the whole Dominion, and would, were there nothing else, practically mean the almost doubling of our taxation.

To our mind, all this talk of a federated Imperial Parliament in which the self-governing colonies shall be represented according to their population is altogether premature, and were it put in force in the near future, would practically destroy the very purpose it is intended to serve, that of consolidating the Empire. Under the conditions which would then exist, instead of governing ourselves at Ottawa as at present, we should be practically governed from London, and although we would still be able to manage our small local affairs ; on all imperial questions we would simply be a tail to the English kite and compelled to go in whatever direction English interests required. Such a state of affairs would not conduce to harmony or closer union and would, we are satisfied, tend to disrupt instead of to bind the various parts of the Empire closer together.

On the contrary we are satisfied that our present relations are much preferable to such an Imperial Parliament as has been proposed. If we are to have any closer tie (and we think we ought to have) it should rather take the form of an Imperial Council, in which the mother country and all the self-governing colonies would be fairly and equitably represented. The duties of this Council would be to consider all Imperial matters of interest to or affecting the colonies, and their finding on all such questions would be conveyed to the colonies purely in an advisory way, after which the colonies would be free to take such action in the matters as they deemed wise or expedient. Such an arrangement, while keeping the colonies closely in touch with Imperial affairs, and forming another real link in the bond of union, would nevertheless leave them perfectly free to act as they judged best, and there is no reason to doubt that the entire absence of coercion, either actual or implied, would prove to be one of the most potent factors in bringing about the ultimate federation of the Empire. In our opinion it would be unwise either at present or in the near future to tie the colonies up by any hard and fast agreement, such as would have to be made in any scheme of actual Imperial federation. The looser and more elastic that the ties are between the mother country and her great self-governing colonies the stronger will be the attachment between them. Although Canadians feel that they are just as thoroughly loyal as if they lived in England they are independent enough to desire to build upon the northern part of this continent a nation which will be some day strong enough to take an equal place in the Great British Federation of the future. A federation of British nations in every part of the world, each having its own government and laws, but all united by a common allegiance to the same Sovereign and the same Imperial flag. This federation, like the present British Constitution, cannot be manufactured all at once. It must be the result of a gradual growth, and we have no doubt that step by step, as circumstances warrant, this great Imperial edifice will be built up to the delight and satisfaction of all the parties concerned.

The best service that Canada can do both to the mother country and the empire at large, is to build herself up as rapidly as possible into a wealthy and populous commonwealth of self-governing and self-reliant people. Let us not jump too far ahead, but rather plod steadily along, building securely as we go, and always keeping in view that this is a British country and that it is our proud destiny to be forever bound up with and to form a part of the greatest Empire that the world has ever seen. If we do this we shall always be able to lend a helping hand to the Empire when necessity demands, as in the case of the present Transvaal war, and there is no doubt that our people will always rise equal to the occasion and prove to the world that without coercion of any kind they are ready to do their duty in the cause of civilization and liberty.

In this connection it is interesting to note the discussion on this very subject in the British House of Commons last month when Mr. Thomas Charles Hedderwick moved that in the opinion of the House it was desirable in the interests of the Empire that the colonies should be admitted to some representation in the British Parliament. A considerable discussion was had and quite a number of new ideas evolved, amongst others the suggession was thrown out that the Agents-General of the colonies be allowed a voice in Parliament, but not a vote. The admirable speech of the Hon. Joseph Chamberlain exhibited a breadth of statesmanship which will still further endear him to the colonies, inasmuch as he puts the matter so clearly and fairly that no one can object to his views. Although the resolution was withdrawn the effect of the discussion in the British House of Commons cannot fail to be productive of good because it marks not only the growing importance of the colonies, but Great Britain's appreciation of their loyalty and future possibilities.

We give herewith a short extract from Mr. Chamberlain's speech which we think our readers would do well to read carefully and ponder over as it puts the matter in such a way that even he who runs may read :

Mr. Chamberlain said that if the object of the promoters of the resolution was to make closer the union of the colonies with the Mother Country, they could have no more strenuous supporter than himself. He doubted, however, whether this object would be promoted by an abstract resolution on a question of the greatest complexity.

"Such a change," continued the Colonial Secretary, "must come gradually with the full consent of the colonies. No praise could be too high for colonial patriotism. The colonies did not wait for a call, but voluntarily offered their assistance, which was gladly accepted. Great as has been their assistance, and great as has been the sacrifice, if under any stress we

should call upon the colonies their offers would be immensely greater still, and if any demand upon the Mother Country were made by the colonies, nothing would be surer than the favorable reply of Parliament.

"So far the colonies have not made any definite suggestion with respect to representation, and I am convinced that nothing would be more fatal than a premature discussion of details. I do not think the time has arrived to suggest to the colonies the form which Imperial unity should take. It is absurd to suppose that self-governing colonies like Canada would sacrifice independence for the sake of a single vote in the House of Commons.

"We are not going to interfere in the domestic affairs of the colonies. Nor are they going to interfere in ours. I have never advocated, as has been reported, the formation of an Imperial zollverein, but I have pointed out that, if there were to be any kind of fiscal arrangement with the colonies, I believed the only form that would meet with the slightest favor would be an Imperial zollverein in which there would be free trade between the portions of the Empire and duties as against strangers. At any rate, the suggestion must originate with the colonies. There is no suggestion from ourselves. The present resolution is premature, is necessarily academic, and might be mischievous."

A STRANGE ANOMALY.

IN its issue of the 12th April, the *Manufacturing Jeweler* of Providence, again editorially endorses its already expressed opinions regarding the present war in South Africa, which we published in extenso last month under the caption of "Two Wars."

Our esteemed contemporary starts out by saying that the discussion of such a subject will certainly be at the risk of spoiling good ink and paper over a matter quite foreign to the purpose of that journal. We should have thought that this idea would naturally have occurred to the editor when he penned his first screed upon the subject. It would, at least, have been in better taste then, than when after taking up about a page of his valuable space in making a comparison between the British conduct of the war in South Africa and the American campaign in the Phillipines he drew deductions unfavorable to the former and to the glorification of the latter.

Now Britons in general and Canadians in particular have carefully refrained from making comparisons between these two wars, nor have they commented upon the origin and conduct of the Spanish-American war or that in the Phillipines except in the most friendly manner and with their blind eye deliberately turned towards the microscope of criticism.

If the statement of the *Manufacturing Jeweler* in its last article is true, that not 10 per cent. of the American people have the slightest sympathy with Great Britain in this war, then it only serves to show that the great majority of the people of the United States do not carefully examine such questions and thus form their own opinions, and how easily they can be carried away by ignorant and often unscrupulous demagogues who have some ulterior purpose to serve by disseminating misrepresentations which will engender a bitter feeling against Great Britain.

In spite of this statement, however, and were it even absolutely true, we are perfectly satisfied that the ten per cent. of the American people who side with Great Britain in this war, are not only the thinking and cultured, but the leaven which will ultimately educate the whole nation, and bring them to realize the absurd mistake that they are making in this matter.

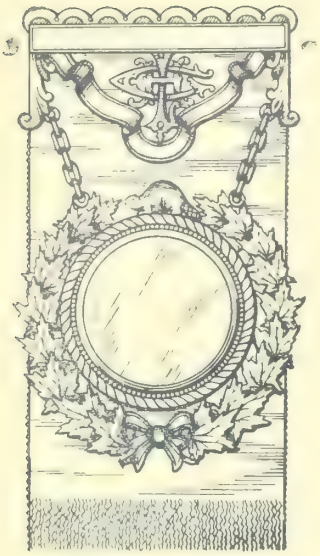
The editor of the *Manufacturing Jeweler*, like the great mass of the American people whose views he claims to voice, has evidently never studied the question at all, or if he has done so, has derived his information exclusively from Boer sources. It is easy to make assertions, but often hard to prove them, and when he still contends that the position of the Boers corresponds very closely with that of the British colonists in America in 1775-6, he is either perverting well known and easily ascertained facts or displaying a dense comprehensive ignorance of the subject which would be hardly expected from one whose business is to lead and educate public opinion.

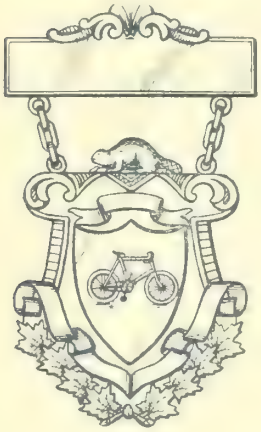
With him the opinions of impartial and educated Americans such as Capt. Mahon, General Alger, Banker Sharman, of New York, and half a hundred other prominent men that we might mention, are entirely ignored, and the rabid hysteria of the Hon. Webster Davis trotted out to support his contention. If the real truth is ever known, we think it will be found that Mr. Davis, who, after returning from the Transvaal, immediately resigned the office of assistant-secretary of the Interior of the United States to take stump on behalf of the Boer propaganda, did so simply and solely because he was hired with Boer money so to do. He appears to be nothing more nor less than a political Hessian, whose mercenary jaw will wax eloquent in advocacy of any cause for which he is rewarded with a *quid pro quo*, paid in good honest gold beforehand.

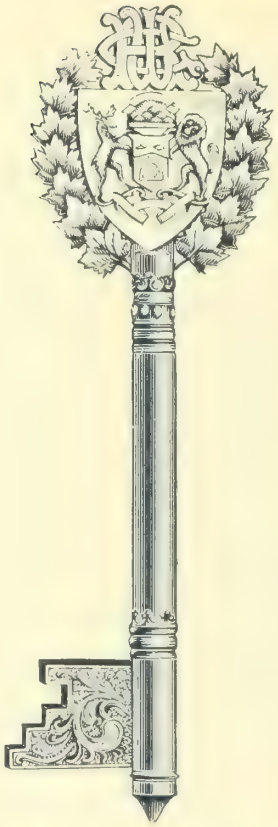
To compare the utterances and opinions of such a hireling with those of the gentlemen whose names we have quoted, is surely the height of ignorance or absurdity.

Our esteemed contemporary winds up his two column article by saying that after the kindness shown by Great Britain in the Spanish-American war, Americans would have been only too glad to have had an opportunity to show practical sympathy for Great Britain in any similar contest, but from their point of view Great Britain is so utterly and irretrievably wrong in the whole matter that sorrow will be the only sentiment felt in America when the flags of the two republics go down in final defeat, as of course must be the inevitable result unless some foreign nation intervenes.

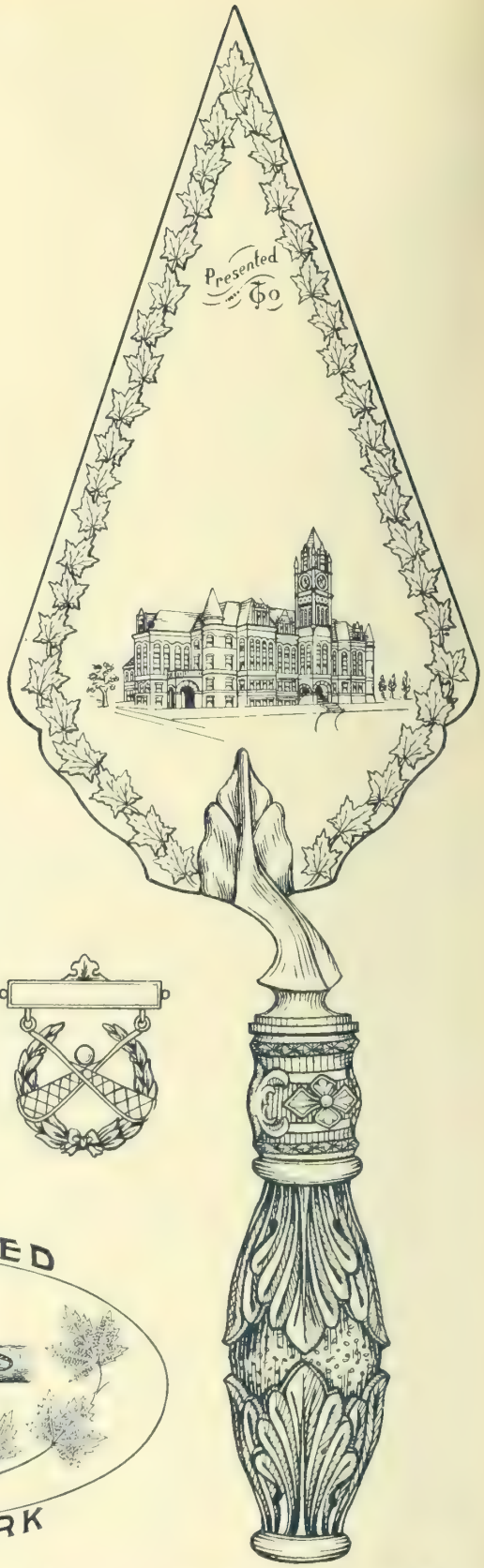
In the light of the fact that the agitation in the United States was originally started by Irish Fenians and persons of Dutch descent, both of which classes naturally sympathized with the Boers whether they were right or wrong, it must seem strange to outsiders that genuine liberty loving Americans should be caught with such transparent chaff. Old prejudices die hard, and we are afraid that politics, more than common sense or judgment tempered by kindness of heart, is accountable for the present condition of public opinion in the United











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Toronto Safe Works,

Toronto.

States upon this question. While Britishers would be glad to have Americans sympathize with them in their present struggle for civilization and equal rights to all in South Africa, and while they are thankful to those Americans who do support them therein, they are glad to be able to get along with things even as they stand. In spite of all this, however, when the final day of triumph comes, when law and order shall flourish beneath the shadow of the Union Jack throughout all South Africa, Britons will be glad to welcome American citizens freely to that far off land, and accord them as large a measure of liberty and rights as if they had stood shoulder to shoulder beside them in the great and historic struggle that is now going on there.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

The crocodile tears shed by James Baxter in the Court of Queen's Bench, when receiving a sentence of five years in the Penitentiary for his participation in the Banque Ville Marie frauds, should excite the sympathy of not one single person. Nothing more vile and despicable has ever been revealed in the annals of crime. Not only did Baxter and Lemieux seduce the young bank teller, Herbert, to assist them in their frauds, but they deliberately set about to rob the bank, and thus bring about the pecuniary ruin of thousands of thrifty and honest peasants and tradesmen. After the wrecking of the bank, the prospect was so hopeless to some of these that they laid down and died, and others will never recover from the shock, either in a moral, physical or monetary sense. If ever a heavy punishment were deserved, it was so in this case. The criminals depended upon the loose way in which the affairs of the bank were being conducted by the aged president and the other directors for their escape from punishment, but happily for once they were deceived. The Government took up the prosecution, and deserves a great deal of credit for its initiative, and the success of its efforts is very gratifying.

During the course of his trial, and following his conviction, several demands of assignment were made upon Baxter, and finally he has assented to assign. He claims a large surplus; but as most of his assets consists of real estate, it is probable that a forced sale will show a deficit. This case has been especially interesting to the jewelry trade, as it was during the investigation in the Banque Ville Marie case that Baxter's dealings with J. B. Williamson were first discovered to the general public and hastened the latter's bankruptcy. Williamson had many note-shaving transactions with Baxter, the latter receiving many diamonds and other jewelry as security, and these he forced at high rates upon many of his other victims. In reviewing this case, and contemplating the seeming success of evil for so many years and the final triumph of justice in the end, one may well exclaim with the poet, "The mills of the gods grind slowly, but they grind exceeding small."

The M.A.A.A. Curling Trophy, which was won by the Thistle Curling Club, was made by Mr. R. Hemsley, the well-known jeweler and manufacturer of enamelled novelties, Montreal.

One of the best-known figures in Montreal has recently passed away in the person of the late Mr. John Peacock, watchmaker and jeweler. The deceased was a native of Ireland, having been born in Sligo in 1816, and, therefore, he was in his eighty-fourth year. He came to Canada in 1832, and after working for some time as a farm boy entered the employment of Messrs. Savage & Lyman, watchmakers and jewelers. Later, Mr. Peacock set up in business for himself on Little St. James Street, where he did remarkably well, as he also did in bird-fancying, in which he was an expert. For over fifty years he regulated the clocks of the Grand Trunk Railway, and latterly those of the C.P.R. and the Intercolonial Railways. In his earlier years he was a member of the old Montreal Hose Company, under the late Captain A. Samuels. Mrs. Peacock predeceased her husband last November. Four children are living; one son, Mr. John Peacock, who carries on his father's business, and three daughters, one of whom resides in Montreal and the other two in Vancouver. Mr. Peacock died from exhaustion of the vital powers, due to old age.

In the recent fire at the Theatre Francais there were some exciting scenes. The store and dwelling-house of Mr. Jean Grothe adjoining were also burnt, and Mr. Grothe had to hustle to get out his wife and four children. The poor little youngsters had to be carried out into the street dressed only in their night clothes, with coats wrapped about them, and it was cold enough to freeze a wooden dog Their escape, however, well compensated for all the inconvenience and suffering.

The Canadian Billiard Championship Trophy was won by the Cercle St. Denis this season. It is a handsome shield of bright burnished silver, mounted upon an ebony base. The Dominion Coat of Arms is raised and enamelled, as also are the club crests, the latter being enamelled in the different club colors. The design was furnished and the trophy was manufactured by Mr. A. Rosenthal, jeweler, Ottawa.

Messrs. Barre Bros., who purchased the two bankrupt stocks of J. B. Williamson, have since sold them out by auction and have laid in a new and complete stock at 2350 St. Catharine Street, formerly in the occupation of Williamson. Messrs. Barre Bros. are capable, experienced jewelers and will carry on a strictly high-class business.

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

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To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

The Montreal Novelty Company, jewelers, have opened up in business at Westville, Nova Scotia

The decision of the Dominion Cabinet to increase the rebate upon British imports from 25 per cent. to 33 1-3 per cent., on and after July 1 next will give the British manufacturers a decided advantage in prices over their foreign competitors. Upon watchcases, jewelry, cutlery, silverware, lamps, spectacles and eyeglasses, they will pay only 20 per cent. where American and other goods will be charged 30 per cent.; on clocks and watches, they will pay 16 2-3 to the others' 25 per cent.; on watch actions and movements, precious stones, and composition metal, for the manufacture of jewelry and filled gold cases they will pay 6 2-3 against 10; on spectacle and glass frames and metal parts thereof, 13 1-3 against 20; and on Britannia metal, nickel silver, Nevada and German silver, manufactures of, not plated, they will be charged 16 2-3 against 25 per cent. from all other countries. With these great advantages, it would seem to be the British manufacturers' own fault if their business with Canada does not grow with some rapidity.

G. Siefert & Sons, manufacturing jewelers, Quebec, have applied for a charter.

James Baxter, the notorious Montreal money lender, referred to in the beginning of this letter, has consented to assign. His statement shows liabilities of over $200,000, one of his creditors being Messrs. Backes & Strauss, diamond merchants, of London, Eng., the amount being $2,798. The list of creditors includes fifty-five names.

Mr. M. Mendelssohn's second hand store, Craig Street, was broken into on Saturday afternoon, April 14, and rings and watches valued at $200, were stolen. Mr. Mendelssohn, who lives over the store, heard a noise and came down stairs, taking the precaution to carry a revolver in his hand, upon entering the store he saw three men escaping by the front door. He handed the revolver to his wife, who had accompanied him, and started off in pursuit of the thieves. He did not catch them. His wife, who was guarding the shop in his absence, saw a man hiding under the counter and ordered him out. He came out and after facing Mrs. Mendelssohn for some little while, concluded that the air was purer out of doors, and bolted. The detectives were notified, and a man named Dan. Burke has been arrested on suspicion. N. B.—The revolver was not loaded.

It is asserted that illegal second hand stores are now rather numerous in Montreal, and that such places are dangerous to society, making it easy for thieves to dispose of stolen goods, is generally known and recognized. Five men already have been arrested upon this charge and fined forty dollars each or two months in jail. It is understood that the parties are going to appeal from the Recorder's decision to a higher court.

The Montreal Tourists' Association, in which several Montreal jewelers were interested, but which did not meet with a thrilling success last year, is to be revived. The object is to attract visitors to this city from across the line and other places, and the idea is a very good one. It will be necessary, however, for the executive to educate our city fathers up to the altitude of keeping our city decently clean if any permanent good is to be achieved, as anything more disgraceful than the present and prospective condition of our streets could not be imagined or described.

We have commented in these columns more than once upon the heterogeneous mixture in the way of time which is served up to the Montreal public, and recently the *Witness* has had a shy at the same subject. The writer says: "The post-office clock went on strike for the most part of last week, or, perhaps, it is more correct to say, was not on strike. What clock is the authority in Montreal if this is not? Yet for months it has shown symptoms of living a very irregular life and is frequently indisposed. Where then are we to look to know whether we are in time for our work or not? In a town in which every clock differs from every other clock, and in which we can never hope to know what the real time is, some conventional authority is needed. One would think that with the true time being ticked all over the city from one source there need not be this diversity. If clocks were set correctly even once a day they could not easily get very far out, one would think. The chronometers in the watchmakers' windows, which all run by McGill time, were supposed to have overcome this difficulty. But I find it impossible to keep my watch going right by more than one of them at once and even that one is liable occasionally to give a corrective jump which puts my regulation all out."

The rush of Montrealers to New York during the Easter holidays was unprecedented, it being estimated that more than two thousand took advantage of the excursion rates. Among the local jewelers who took the vacation there were Mr. Henry Birks and Mr. M. Cochenthaler.

Mr. D. R. Dingwell, jobber, Winnipeg, some years ago with Mr. R. Hemsley, of Montreal, arrived in the city about the 20th of last month, *en route* for New York, London and Paris. Mr. Dingwall, who was unaccompanied, will make his tour partly one of business and partly one of pleasure.

Mr. John Eaves, of Edmund Eaves, paid a business visit to New York during April.

Mr. Wm. J. Stewart recently spent a few days in Brooklyn.

Mr. Edgar Markgraff, formerly with Edmund Eaves, has resigned, and has accepted a position with Messrs. P. W. Ellis & o., in the Canada Life Building, Montreal.

Mr. Chas. Liffiton, who recently was engaged with the Montreal Watch Case Co., has now left to join the firm of Mr. Alfred Eaves, jobber, which he will represent in the city.

Mr. Thos. McGovern Robertson, of the American Waltham Watch Co., Temple Building, Montreal, is taking a two months' course of study in the adjusting department of the company at Waltham. Mr. Robertson is very fond of singing and will be much missed by the choir. This is the only "fly in the ointment," as, in this particular, there seems to be no one that can quite fill his place. Two months, however, will soon slip by, and then, "Oh, what Joy!" "What makes the choir so sad?—Robbie's not here!" will be sung by the choristers to the tune of "Robin Adair," each practice night until the return of the wanderer; "Oh, let it be soon!" will also be sung, to the tune of "Just before the battle, mother, I am thinking most of Jane!"



The use of The Cohen Brothers 14 K. filled spectacles is steadily increasing.

The difference in quality, durability and appearance abundantly recompenses for the difference in price.

C. B. 14 K. filled are 1-10 14 K. with 1-5 bridges and cables and solid 14 K. end pieces.

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Mr. Geo. Ellis, special traveller for Messrs. P. W. Ellis & Co., in fine jewelry and precious stones, paid a visit to Montreal recently.

Mr. A. R. Harmon, the representative of Robbins, Appleton & Co., in Canada, paid a flying visit to his seaside cottage at Prout's Neck, Maine, about the middle of April and had a real good time. The weather was delightful, the skies bright, and the atmosphere clear and bracing ; the breezes from the ocean being worth fully $10 a dozen more than those that blow off the city dustbins. Mr. Harmon ate fresh boiled lobster on the piazza, while listening to the sad sea waves playing leap-frog with the agile and giddy clams. Mr. Harmon is very much addicted to the gardening habit, but he resisted the temptation to go "sea-weeding" on this occasion.

Mr. Geo. Kendrick, of Reed & Barton, Taunton, Mass., made a recent business visit to Montreal and afterwards left for the west.

Mr. J. H. Birks, of Henry Birks & Sons, Mrs. Birks and maid, are paying a two months' visit to England and the continent of Europe, taking in the Paris exhibition.

Among the two thousand or so of Montrealers who were tempted to New York by the cheap fares for the Easter holidays was Mr. "Dan" Beatty, the well-known and popular St. Peter Street jeweler.

When Mr. John Eaves returned from New York and showed his new tie around, many of his friends had to go and consult an eye doctor. It was so dazzling. Some one suggested that this tie was bought to go with a certain blue hat, and it is certain that the two together would go a long way. This insinuation, however, was probably only prompted by envy.

Prof. Mcleod, superintendent of the time service of the G.T.R., has been laid up in the house by grip.

Mr. R. J. E. Scott, superintendent of the time service of the C.P.R., has just returned from a trip of inspection over one of his divisions.

Mr. Douglass Hemsley, son of Mr. R. Hemsley, spent the Easter holidays in New York.

Mr. W. H. Heath, of the American Waltham Watch Co., arrived in Montreal, April 12, to fill Mr. Robertson's place while the latter is absent in Boston.

Mr. Leach, recently with the Montreal Watch Case Co., has resigned and has left for the west.

Mr. John H. Jones, for many years a prominent figure in Montreal jewelry circles, and Mrs. Jones, have been seriously ill for sometime past and will have the sympathy of many old friends in this their time of affliction.

Mr. E. A. St. John, for many years with Mr. Alfred Eaves, has resigned to go into business on his own account, as agent for several well-known firms.

The business in watch movements and cases continues to be surprisingly good. It was anticipated the trade would fall off after the holidays, but, instead of this being the case, orders are coming in faster than ever and manufacturers cannot keep up with them.

HOCHELAGA.



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23 EAST ADAMS AVE., DETROIT, MICH.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

R. A. Que.—"Have the ophthalmic discs any advantage over atropia?"

The solution of atropia, no matter how carefully prepared and bottled, will in a few weeks gradually lose its strength, and will become muddy in appearance. Through some peculiar chemical action, the ingredients form a new substance, and this new substance will form a sediment on the bottom of the bottle. When the sediment appears, which it usually does from four to eight weeks after the solution has been prepared, the preparation is unfit for further use, principally because the strength of the atropia has diminished. When the atropia has been prepared in the form of discs, it will preserve its strength for many years, in fact so long as the discs remain intact.

Opthalmic discs are composed principally of gelatine, which substance holds the medicine after having been thoroughly mixed.

So long as the discs are kept dry they will retain their full strength, and may be kept in an ordinary pasteboard or wooden box.

Atropia should not be used in an eye in which Presbyopia is present, in fact, cases in which such treatment are required are rare.

S. T. Ont.—"I have a patient, a young lady, about 16 years of age. She came to me several months ago, her eyes watering so much, that she could not stand any light, and I fitted her with smoked glasses, which seemed to help her.

Now she comes back, complaining of her eye lids getting crusty and sore, and on the inside of the upper lids are 4 little pimples. These make her eye lids very sore and red, which lasts 4 or 5 days; then they begin to burst, and have an itchy feeling so much so that she can hardly stand it. The pimples come about every otherweek and go in the same way.

What can be done for her case?"

The young lady is suffering with what is called Chronic Granular lids.

The smoked glasses, which you put on her were all right, so far as they went, in order to protect her eyes from the light.

In her present condition, she certainly requires treatment. We might make suggestions that would probably help this case, but the chances are, it would not effect a cure, because the treatment should vary from day to day, according to the changing conditions. It would therefore be much wiser to refer her to a physician.

When directing such a case as this to an oculist, a brief note of introduction for the patient would undoubtedly be a good idea, as it would inform the physician regarding the true source of the patient.

S. F. T. Ont.—"Whilst fitting a patient with glasses the other day, I discovered that he saw double with the right eye, before and after correcting distant vision, which could only be brought to fifteen twentieths. He did not see double for reading, but I could not restore normal vision. Vision with both eyes was very good.

I always thought that double vision was due to some muscle trouble, but it does not seem to be so in this case. He does not want distant glasses.

Do you think prisms would help him any?"

The double vision in the right eye is most probably due to astigmatism. It might be due to displacement of the crystal lens, but this is not probable, especially if he has never had the eye injured.

Astigmatism will frequently produce a shadow on the glasses, sometimes above or below or the outer side.

Some people complain of seeing the moon double, with one eye. The second moon, however, is only a shadow on the retina produced by the astigmatism.

Prisms would not correct it, because they would merely throw the shadow as seen with the one eye a little further to one side.

T. D. Ont.—"I have a patient a lady of 35 who complains of being bothered by light while out driving or in church. Her right eye required plus 1 2 DS. The left eye could not be improved upon. All the radiating lines were alike to the left eye. I tried the stenopaic disc at 90 degrees; It improved the vision from 20 40 to 20 30 with a plus 1 2 DS behind it, but a plus 1/4 was still better.

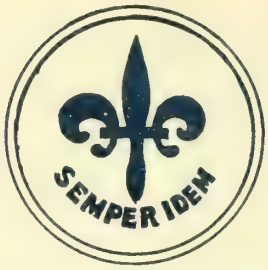
When I put plus 1DC axis 90 degrees on, she was able to read all the letters at twenty feet. Do you think I fitted this eye right? I notice that the cylinder axis 90, and a plus 1 spherical, with the disc at 90 runs exactly the same. What I want to know is, are these comparisons the same?"

With the stenopaic disc at 90 degrees, the spherical lens affects the 90 degree meridian of the eye, and not in any other direction. The cylindrical lens with the axis at 90 degrees, placed over the stenopaic disc does not have any affect on the 90 degree meridian nor or any other meridian of the eye. It is just the same as though the patient were looking through plain glass. The reason for this is because the direction of the axis of the cylinder has no strength whatever. The convexity or the concavity of a cylindrical lens at right angles to the axis, and since the meridian of the eye at right angle to the 90 degree meridian is covered by the stenopaic disc, the cylinder placed with the axis at 90 degrees would in no way affect it, providing, of course, the stenopaic disc is one of usual size. The spherical convex or concave being convex or concave in all directions will affect the 90 degree meridian of the eye, because the slit in the disc runs in that direction, and will not affect any other meridian of the eye because the other meridians are covered by the disc.

THE MISTAKES OF THE GRADUATE OPTICIAN.

A not inconsiderable experience both as teacher and consultant for many graduate opticians has forcibly demonstrated frequent errors which might easily be avoided if a common amount of thought, sense and conscience were exercised in the practice of a refractionist. To premise, let me not be misunderstood as a self-constituted critic and fault-finder and thus misjudged in my intent. My only desire is to point out what seems to me would be the better eradicated from the life of an optician.

I hardly expect all will agree with me, neither do I ask them

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ARE TRADE WINNERS.

They cost too much to give away with ordinary spectacles, but it pays to present them to people of taste who buy high grade goods. You can afford a few cents difference in the case, and they make friends of customers.

They are as different from the ordinary kind in appearance and durability as a cheap water-grain leather pocket-book is from a high-grade Morocco purse.

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Two filled spectacles may appear alike, and yet be entirely different, the difference consisting of the relative thickness of the gold in each.

Filled end pieces are not as good as gold. Gold forms a hard durable bed for the temple.

The interior of gold filled end pieces must be soft in order to be compressed into shape, consequently have not enough body to durably retain the screw and dowel. Again, the frames are handled by the end pieces which receive the most wear.

The end pieces of M.Co.O. are solid gold. The bridges and cables are 1 5, and other parts 1 10. This we guarantee.

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We Don't Make Junk.

Do you know what "Junk" is?

In silverplate parlance it means "flashy" goods made to sell on sight, but which won't bear inspection.

They are usually showy, and at first sight appear to be bargains, but the workmanship is skimped wherever it is possible to do so, without its being too apparent, though a little closer examination demonstrates that they are cheap in every sense of the word.

We have never believed it good business policy to ally our name with such goods, knowing that the purchaser soon becomes more critical, notes the defects, and blames the merchant, and the latter in his turn sours on the manufacturer.

We take great pains to have every article that leaves our factory perfect in every respect---the workmanship is thorough, the quality reliable, and the finish capable of bearing close examination.

This applies to our Monarch Brand as well as to our Standard Goods.

When buying and comparing prices kindly also compare quality of finish, and of course our advice is "don't buy Junk."

Our travellers have a very nice assortment to present to you.

Standard Silver Co., Limited,

TORONTO, ONTARIO.

so to do, as each one has as much right to his opinion as I have. Being personally convinced that my position is well taken is my reason for saying some thing which may only serve the purpose of making myself disliked. I say this advisedly, for an article I wrote some months ago in the *Canadian Optician* on "Doctor of Optics" was considered by each of three opticians in this city as a personal attack on them. The fact was that I did not know that two of them were so distinguished at all and the whole three of them were foreign to my mind while writing the article in question. A preacher or a teacher can hardly say anything in the way of discussion of any subject without hitting some one, but those who are so thin skinned should neither attend church nor read articles in a sectional publication.

The individual optician is not thought of or being dealt with at all in the discussion of any subject which pertains to opticians in the aggregate. That individual applications can or will be made is another question altogether, and the responsibility thereof remains with them a personal equation.

Having thus explained my position and intention it remains simply to point out what seems to me are "mistakes of graduate opticians."

(1) *Assumption of superior knowledge* is placed as the first mistake because it is the most prevalent and prominent, and I can hardly resist saying, the most impudent. But if fifty graduate opticians who make claim to superior knowledge were selected from all over Canada, I doubt if the excellency of one over another, all things considered, would be awarded by any one competent to judge. Indeed, experience has taught that a green though apt student who does not know a convex from a concave glass may by two or three weeks' tuition be theoretically the peer of them all, and in a few weeks more actually so in practical work. If I were called upon to select the most competent optician in this city I would not seek the loudest boasters to find him, but resort to a little shop on a side street, where he is doing careful and correct work, although only appreciated by his intimate acquaintances and pleased patrons. He makes no claim to "superior knowledge," but he does make every effort to become thoroughly efficient, and his very modesty makes you like him.

The best of opticians makes so many mistakes and fails to please so many customers that one has an enormous amount of nerve to "blow his own horn" so as to drown the noise of all the others. If any optician thinks "he knows it all" he can very quickly be undeceived in his error by submitting himself for examination in theoretical questions and practical work on difficult cases.

2. *It is a mistake to refract customers in the presence of strangers.* Many people do not like to be observed while undergoing the test at all—others are made nervous by intruding eyes, while all appreciate a reasonable amount of privacy—and a delicacy of environment is the right of each patron.

3. *It is not preferable to illumine the test type by daylight.* The variableness of sunlight is so well known that to remedy the defect the better opticians employ some form of good artificial light to produce constancy of illumination.

4. *It is a mistake to aid the customer to correctly name the letters.* You may be asked: What is that letter? Or did I name them right, etc.? Your innate disposition to be courteous should not spoil your effort to obtain the very thing you are after, viz., to obtain the acuteness of vision. By a little evasion and clever manipulation you can appear to answer their questions but all the time make them work out their own salvation," etc.

5. *It is false economy to use a trial frame which you cannot adjust and keep adjusted to the position in front of your patron's face that you desire.* Opticians with old trial cases are apt to have antiquated trial frames which never were any good and are a constant nuisance. "You cannot do good work with poor tools." The newest completely adjustable trial frame leaves nothing to be desired, and with them you can always rely upon the patient looking through the optical centre of the glass during the test.

6. *It is a mistake to carry on a conversation with your customer during the test.* The customer should be made to understand what you desire him to tell you, and then his attention should be kept riveted thereon short of fatigue. Every break is so much time lost and so much ground to go over again. It is better to get through with "the weather," "the health of the family," before the test begins and leave politics and religion until after.

7. *It is a mistake not to take the age of every customer and his punctum proxinum as well.* Once you have the age you know where the near point ought to be in the great majority of emmetropes. In such, a given age means almost invariably a certain amount of accommodation, and hence a near point is to be expected approximately at a certain distance. This precaution alone will not let a case of paralysis of accommodation slip by you. To determine the latter, if the case is not emmetropic, he should be made so by means of his distant correction before the near point is taken.

(*To be continued.*)

FASHION SAYS LARGER EYES FOR SPECTACLEWARE.

Fashionable spectacleware tends more and more to large size eyes.

"One eye," while still called standard is rapidly being replaced by "O eye," the larger size, while OO eye, a still larger, size is becoming more popular every day.

It is only a short time ago since even progressive opticians fitted either a child or a man with 2 ¾" pupilliary distance with the same size eye, the only difference in the frame being that the eyes were farther apart.

The up-to-date optician now must see that the size of the lens bears the same proportion to the eyes of his patient.

Fashion and cosmetic effect are not the only advantageous points of large eyes in spectacleware. They afford a wider range of vision, and the eyes in rotating do not as readily come in contact with the bright rims of the frame.

At present the optician who attempts to fit the same size lenses to all his patients will soon be driven out of the race by his more progressive and considerate competitor.—*Contributed.*

10 TO 1 REPRESENTS THE COMPARISON

Between applications for good workmen and the number we can supply. We ought to have between 40 and 50 Canadian students in attendance all the time in order to satisfy the demand for graduates of the C.H.I.

DO CANADIANS WANT GOOD POSITIONS?

WHY DO GOOD POSITIONS GO BEGGING?

Is it because the young men of this country are not alive to their opportunities?

Is it that they want the position, but do not desire and think it unnecessary to fit themselves to worthily hold them?

It requires from 4 to 10 times the time to fit themselves outside the school. Don't pooh-pooh, **we know** it does, and **even then** too much guess work is done at the end. The truth is this school has introduced quite a change, and a higher standard of workmanship is now being called for and there is great scarcity of **thoroughly competent** workmen.

DOES THIS SCHOOL REALLY MERIT

A CANADIAN'S ATTENDANCE?

It does, and what is more it asks no one to attend it except on its merits. It is, of course, very well known that there is no two-week diploma nonsense here, nor ridiculous assumptions of titles by our students.

The fact that one-half of our present students are from all parts of the United States shows the kind of reputation this school enjoys among workmen competent to judge.

We want more students to fill good positions. If you want a first-class situation, are willing to work, learn, study, and advance from a $7 to $9 per week workman to an $18 or $30 one, and qualify under the best watch talent in the country, THEN only ONE THING can be done, come here.

Circulars on application.

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King St. East,

H. R. PLAYTNER,
Director.

Toronto, Ont.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

Few people but are susceptible to flattery if delicately enough applied, and the most effective of all is courtesy.

When courtesies are superficial we call them civilities, but when deeper, they are styled thoughtfulness.

There is no factor in business, except honesty, more likely to influence the demands for one's services or wares, or in other words, constitutes more effective advertising than systematised thoughtfulness. I emphasise *systematised* thoughtfulness.

No book of etiquette can make a gentleman,—a gentlemanly instinct, viz., a decent consideration for the feelings of others must exist—so with thoughtfulness.

A few words as to how this abstract thoughtfulness may be systematised into a factor of practical business benefit may be of interest.

In my previous article I referred to the advantages of being able to interestingly talk "shop," of interesting people in your wares, of educating them to be enthusiasts on watches, bric a-brac, etc., of teaching them advantages to be derived from properly applied spectacles and making advocates of them, and the object of this article is to hint how the result of this work can be systematised in order to yield the best possible returns, and at the same time to display the highest form of thoughtfulness, viz.: a consideration for that which is likely to be of interest or use to others.

Keep a list of all your customers. Record particulars of any wares in which they are likely to be especially interested. Record the names of those whose wants you are unable to satisfy, and when occasion offers, write letters.

I believe personal letters to be the most effective of all practical advertising. I do not say they will yield the greatest returns for the time and money expended; but if properly written I affirm that they do hit the nail on the head harder and more effectively than any other form of advertising.

Recently the house with which I am connected received a letter from a traveller written by his own hand from a hotel inviting a member of our firm to visit him at the nearest American point. He desired to show certain lines of goods for import, advancing several solid arguments why he considered it to our mutual advantage to meet, and accounting for his not visiting Canada by reason of the Custom's inconveniences. That letter received our careful consideration. It appealed to me as coming from a business man, who could write business and talk business. A circular or an imitation typewritten letter would not have had the same effect.

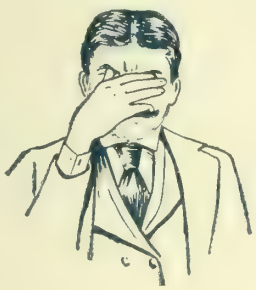
A well written letter is almost certain to be attentively read. It is not common. Circulars are.

Now before I follow out this subject, uniting letter writing with thoughtfulness, I wish to say a few words on the subject of stationery.

Appropriate stationery is more a question of "know how" than of cost. At the present time the most desirable and most fashionable paper for business use is linen bond, and, if properly bought, should cost from 65c. to 75c. per thousand sheets for note paper or double that price in letter size.

White is always rich, but delicate shades of blue, pink or green are very effective.

Dim vision means eye-strain.



Headaches follow,
and nervousness, too.
Heeding early warnings
simplifys cure.
Consult a competent optician
without delay.
We examine eyes free
and guarantee satisfaction.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 46.

A perfect time-piece.



We want
the patronage
of the "particular man"
who times his watch by
the seconds hand.
Our repair work will
please him. He will be
interested in our stock of
high grade movements.

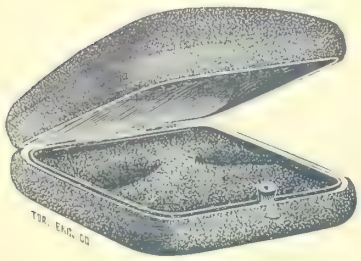
RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 47.

Engraving free of charge.

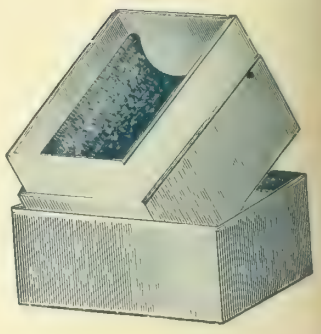


On all
sterling silver
articles
purchased
from us
we engrave initials free of charge.
Our line of sterling silver articles is
very complete,
including a varied collection of
toilet articles, writing and
desk novelties, tableware, etc., etc.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 48.



BUY YOUR GOODS EARLY FROM US.



◆ ◆ ◆

It is just five years ago since this business was started by Mr. Coulter in a small place on Adelaide Street, and it has grown so rapidly in that time that we have had to extend our premises three times, and still we are pressed for room. We have added about four thousand dollars' worth of machinery to our plant, including a lot of new machinery for making Jewelers' Fine Paper Boxes—and we are now without doubt the largest and most complete manufacturers of Jewelers' Cases, Cabinets, Trays, Grips, and Jewelers' Fine Paper Boxes in Canada. Remember when you buy from us you get the goods direct from the maker. Last year we bought out the entire Jewelry Case and Paper Box Business of the Hemming Manufacturing Co., and we are doing a much larger business at the present time than the Hemming Co. and ourselves did last year.

We would therefore ask our customers to send in their orders as early as possible, and by so doing will give us ample time in filling the same.

If you want any lithograph envelopes or stationery please send in yours orders at once, as it takes from four to six weeks to get this kind of work through.

Our Mr. Cole is now in the West and may call upon you. Trusting you will give him large orders.

◆ ◆ ◆

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - - TORONTO.

Envelopes to match can be bought for about $1.50 per thousand. Square envelopes, at the present time, can be used to advantage. They have a natty appearance and are somewhat out of the ordinary.

Embossing is richer than either printing or lithographing, and after the die is secured is about as cheap as either. The price for embossing in small lots is about $1.00 per thousand.

A good die will cost from $3.00 to $7 00 according to the amount of work, and can be advantageously used on all larger jewelry and spoon boxes, as the box makers supply the paper to be embossed and you save the cost of printing.

(to be continued)



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquirles regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

Bobs writes: I have an 8-day strike clock, Ansonia make, in perfect order, with the exception that it stops when wound up full. Mainspring is three-quarter inch wide and has no lock. Where is the trouble?

Sometimes when a clock is wound to the last click, if there is not enough oil between the coils, or the spring is otherwise defective, it will apparently bind on itself so as to prevent any motive power being given out. Try oiling the spring well and if it still stops put another spring in.

Oreide writes: Can you give me the composition of the metals known as "Oreide" and "Pinchbeck?" An answer in your next issue will be appreciated.

The component parts of this alloy are: copper, 68 21; zinc, 13.52; tin, 0.48; iron, 0.24. Pinchbeck, which derives its name from the English town Pinchbeck, is composed of 90 parts of copper and 30 of zinc.

Old Time Watchmaker writes: Mr. Editor, a matter which seems to me of great importance has been bothering me for some time past and I confess I can see no solution. Consequently I thought I would write to you for advice, and I would also like to have a full discussion by various watchmakers who take an interest in what is going on around them on the subject, which is: "Is the watchmaker of to-day a man who can creditably make and fit any part of any watch, or is he only a watch cleaner and—for want of a better or more appropriate word—I will say an 'assembler'?" Years ago, and not so many either, a workman took pride in being able to do good work and make any watch serviceable which was put into his hands, no matter what was wrong with it, and was continually called upon to make new barrels, bridges, clicks and various kinds of springs, fit wheels and pinions, balance staffs and cylinders, great wheels for fusees, convert verges into English levers, and numberless other jobs of a like nature. The snailing device and pinion end polisher, train wheel polishers, depthing tool, rounding up tool, etc., were in daily use, and the apprentices and young workmen were taught how to use them and do good work. But what is the state of affairs to-day? The American watch has gradually replaced all others to an enormous extent, so that instead of there being in use about twenty English and Swiss watches to one American, it is now just diametrically opposite, and there are very few Swiss watches, and fewer English ones, coming into the shops for repairs. No one ever thinks of making new parts for American watches. If a staff, jewel, click, wheel, pinion, barrel, or anything else is wanted it is bought, almost ready to be dropped into place in an instant, or without the slightest work required to be done. What is the result? The workman of to-day simply buys a stock of American materials and when any new part is required he selects it, and lo! it is just right, "don't need any fitting at all." If he hasn't got the part required he puts the movement away in a box and sends to the material dealer or factory and gets it. As a consequence he is losing the mechanical skill and ability to "make any part of a watch" we all used to be so proud of, and he has no regrets, but, on the contrary, is pleased to think that he don't have to bother making new parts for "old plug English levers," etc. To a certain extent this is quite right and justifiable. No man who is progressive feels like grinding away for a day producing something he can now buy for a few cents, but at the same time the fact must not, or should not be lost sight of that the skilled workman, who spent years of hard work and patient effort is also passing away, and that this movement is rapidly on the increase, and that there is a real danger menacing our profession or trade, which we will do well to consider, and think seriously over before we drift too far. I heard a man say not very long ago that the perfect system of the American watch companies in reproducing materials for their various lines of movements was rapidly ruining the old time interest in the business, and that he had become so accustomed to buying everything all ready for use, that the idea of even fitting a mainspring to an English lever was unpleasant. The fact of the matter is, that the big companies are making it so "dead easy" to repair their watches that the skilled workman is not required to anything like the extent he used to be, and the result will surely be that wages, which never have been noted for their size, will be very materially diminished, and the "expert" watchmaker of the future will be able to earn about as much as a girl after a few more changes take place. This will come about as sure as the world, unless those most interested take a thoughtful and serious view of the situation and DO SOMETHING. Mr. Editor I should very much like to read the views of other men in the trade on this important question. Before I close I want to ask another question. I saw in a Toronto daily paper lately an advertisement offering sterling silver watches, screw back and bezel, fitted with American stem wind pendant set movements for $3.98. How will this sort of thing affect the "income from the bench," and what does the watchmaker and jeweler think he had better do about it, IF ANYTHING.

We think our correspondent is taking rather an extreme view of the matter, especially when he practically states that skill is no longer required. Notwithstanding the wonderful accuracy and completeness of the American system of making watches and watch parts, we are satisfied that to do the best work and produce satisfactory results a great deal of skill *is required*, especially in jeweling, fitting staffs, hair-springs, poising balances, adjusting to heat and cold and position, etc., and not only required in theory but in daily practice, and further, that as the public are becoming educated to the enjoyment of fine time more and more every day, there will be a greater scope than ever for the expert watchmaker in this direction, which certainly is really a much more elevated and difficult part of the watchmaker's art than making wheels and springs. He can, we think, well afford to let that class of work pass silently away along with the "old-time plugs," and devote his attention to the more skillful and lucrative branch and part of the business, viz., the production and *retention* of fine time. However, there is much of interest in what our correspondent says, and we shall be glad to publish the views of others.—Ed.

The International Time Recording Co. have been incorporated in New Jersey with a capital of $1,500,000 to make recording machines. The incorporators are Charles N. King, Nelson R. Vanderhoof, William J. Lamb, Jersey City.

F&B STOP! LOOK!! LISTEN!!!

F&B REGISTERED

THIS is always a warning of danger ahead. Your interests will be in danger if, when our representative calls, you don't STOP to LOOK at his samples and LISTEN to what he has to say of our plans for the season now upon us.



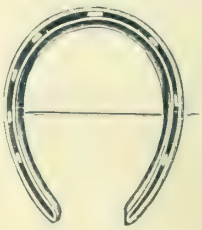
373 374

Fine Gold Front Buttons, beautifully finished, and fully equal in appearance to solid gold.



1504—SASH BUCKLE.

HORSE SHOE BROOCHES.



GOLD PLATE.
2850—Small
2851—Medium.
2852—Large.

STERLING SILVER.
2853—Small.
2854—Medium.
2855—Large.



1684



1674

WE always have something new, and having the years of experience and facilities that we have, we have perfected various processes and tools for getting out the very highest grade of goods at the lowest possible cost, besides we guarantee all of our goods, and our guarantee is good. Ask our representative to call and show you his line.

THEODORE W. FOSTER & BRO. CO.,

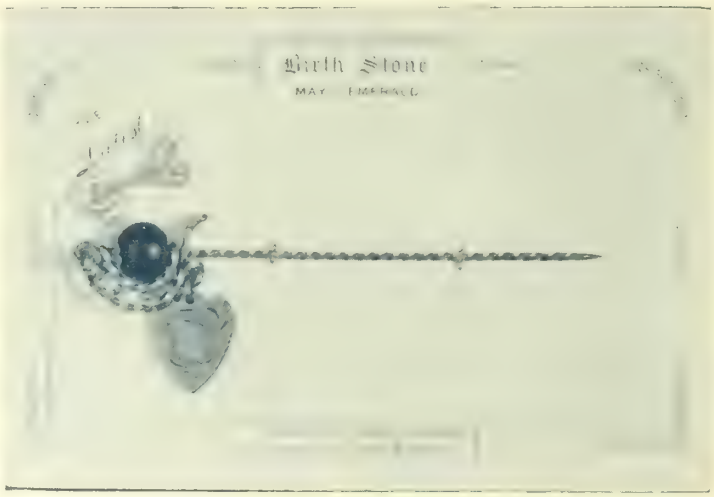
Manufacturing Jewelers and Silversmiths,
100 Richmond Street,
PROVIDENCE, R.I., U.S.A.

Our Canadian Representative,
MR. GEO. E. SMITH,
350 King Street, KINGSTON, ONT.

BIRTH STONE BANGLE RING.

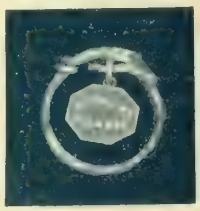


Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

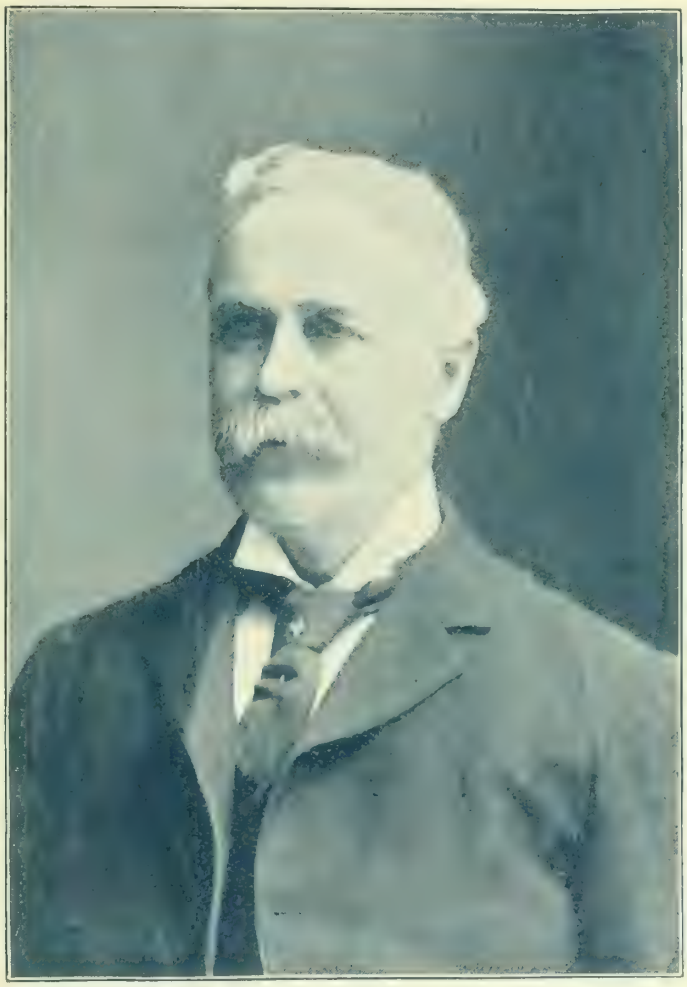
Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.

A GROWING CONCERN.

Any person who doubts the value of a protective tariff for building up the manufacturing industries of any country, has only to look around him in this Dominion of ours in order to find plenty of lines of goods that are now made in this country which we formerly had to import from abroad. Not only this, but the prices of these goods have been lowered in many cases on account of the competition of rival home manufacturers until they are sold as cheaply in Canada as in any other country in the world. Amongst these industries may be mentioned that of the manufacture of jewelers' boxes, cases and showcase trays and fittings, and few persons acquainted with the jewelry trade twenty-five years ago would have ventured to predict that in the year of our Lord 1900 this would not only be a large but a flourishing industry in Canada.

The principal factory in this line in this country is without doubt that of The J. Coulter Co., Limited, 130 King Street East, Toronto, and although it is a comparatively new firm, its enterprise and success have been such as not only to bring it quickly to the front but to keep it there. We are informed by Mr. Coulter that it is only five years since the business was started by himself with a limited cash capital, but with unlimited energy. It was a success from the first, and gradually grew and expanded from year to year so that the firm were compelled to increase the size of their premises from time to time as the needs of the business demanded.



MR. J. COULTER, OF TORONTO.

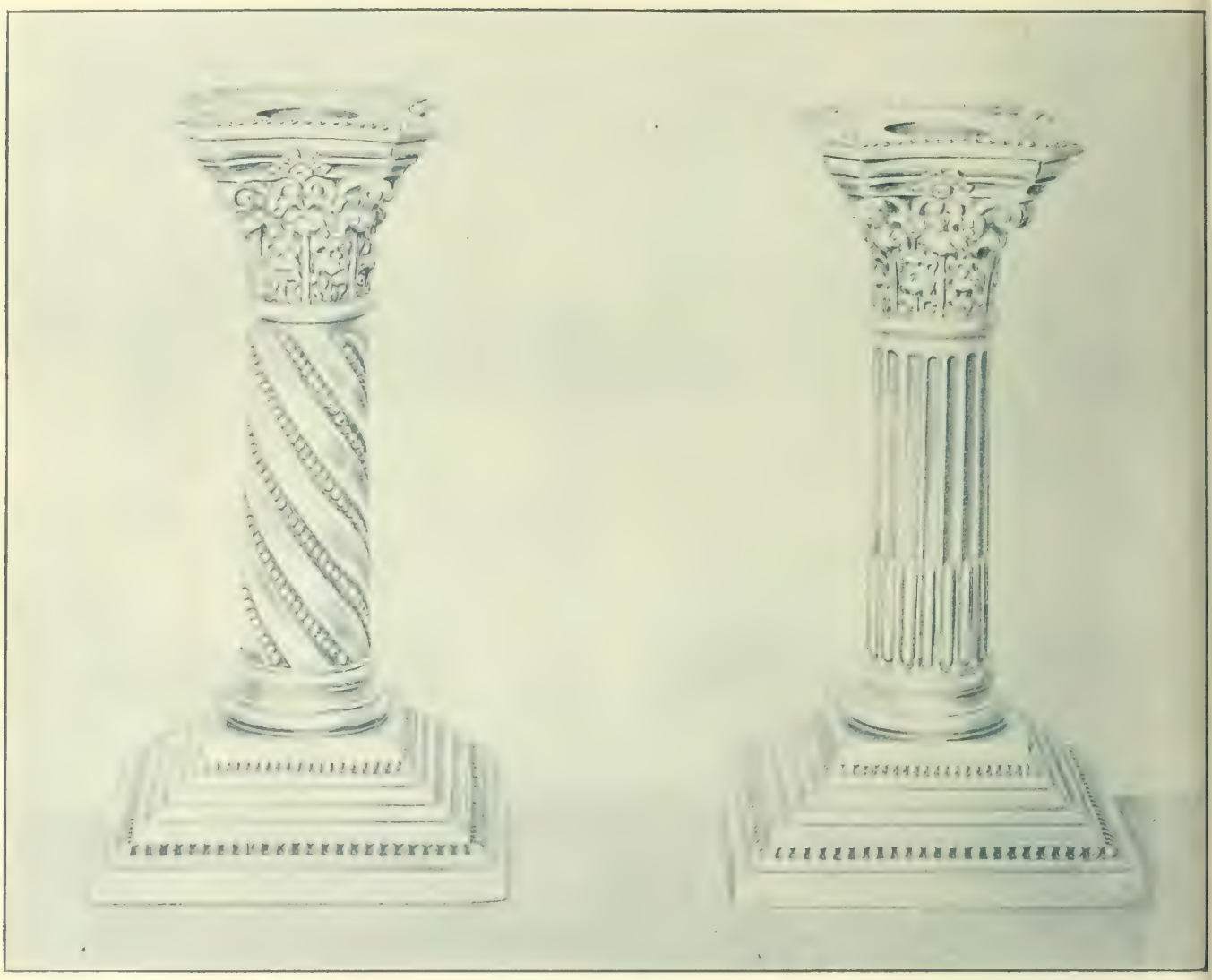
A little over a year ago Mr. Coulter converted his business into a joint stock company, under the name of "The J. Coulter Co., Limited," with the following officers: Mr. W. Radcliffe, President; Mr. W. W. Cole, Vice-President, and himself Managing Director and Secretary-Treasurer. Last summer this new company purchased the jewel case and paper box business of The Hemming Mfg. Co., of Toronto, and added the entire plant and stock to their own. This necessitated the obtaining of considerable additional factory premises, which was secured, and thus their capacity was at one stroke more than doubled. Since then the Company's business has shown a steady and gratifying increase, and if the results so far this season are any indication of the future, they have a very prosperous year before them.

The reason of their success is not far to seek. Mr. Coulter, who has been a resident of Toronto for more than thirty years, is a practical mechanic of high ability, who thoroughly understands and is able personally to perform every operation belonging to the business. His aim has always been to make first-class goods, being more careful of his name and reputation than of making large immediate profits at perhaps the risk of losing future trade. His motto has always been that "a pleased customer is one of the best advertisements that any manufacturer can have," and in order to effect this he has done all in his power to satisfy and please those who have patronized him. When to all this is added promptness in filling orders, it will be seen that the success of Mr. Coulter's firm and company has not been caused by bull-headed luck, but by hard and persevering work supplemented by plenty of brains and a desire to do business in a fair and honest way that the trade can and does appreciate. Mr. Coulter has also been fortunate in having associated with him Mr. Radcliffe and Mr. Cole, now president and vice-president respectively of the company. Mr. Cole is well and favorably known by the Canadian jewelry trade as a pushing, straightforward salesman, whose customers can always depend upon the representations he may make in regard to the goods he is offering. With such a trio at the head of the J. Coulter Company it was bound to be a success, and become a household word among the Canadian jewelry trade for anything in their particular line. We have pleasure in presenting to our readers a photogravure of Mr. J. Coulter, the founder of this business, which we think will be readily recognized by all of those who have ever had the pleasure of meeting him personally.

THE directors of the Hamilton Watch Co. at Lancaster, have declared a dividend of five per cent. on the capital stock of $500,000 out of the profits of the past year. The company has just closed the most successful year of its career. It has enough orders ahead to keep busy for many months.

The TORONTO S

Sterling Silver.



No. 50. Candlesticks. No. 55.

We are not members of the Silverware Trust or of any Silverware Association or Combine.

LVER PLATE CO.,

Limited,

Silversmiths and Manufacturers of Electro-Silver Plate.

Electro-Silver Plate.



No. 714. Fluted Coffee Set.

No. 713. Satin B.C. Coffee Set.

★ OUR NEW FLATWARE CATALOGUE WILL BE READY TO ISSUE TO THE TRADE VERY SHORTLY .NOW. IF OUR MAILING DEPARTMENT, THROUGH OVERSIGHT, SHOULD NOT SEND YOU A COPY, WRITE FOR IT. ★

Factories and Salesrooms:

KING STREET WEST,

TORONTO,

CANADA.

E. G. GOODERHAM,

Managing Director.



RINGS!

RINGS!

DIAMONDS,
OPALS and
PEARLS.

RINGS!

We have them all in the newest and latest styles.

BROOCHES!

PENDANTS!

LOCKETS!

in every kind and style, the newest things out.

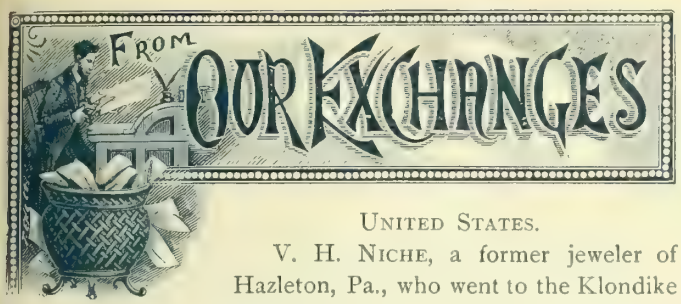
Repairs! Are you fully satisfied with your repair work? If you are not, send it to us. We make a specialty of having all repairs done neatly, promptly and at the lowest possible cost to you.

Our Travellers are on the road, wait and see their samples. They are carrying an immense assortment of the newest and choicest stock in every line for your inspection and selection. Don't fail to examine our goods, it will pay you to do so.

J. J. ZOCK & CO.,

Manufacturers of Fine Jewelry,

34 Adelaide Street West, - - TORONTO, ONT.



UNITED STATES.

V. H. NICHE, a former jeweler of Hazleton, Pa., who went to the Klondike two years ago and was supposed to be dead, has been heard from in a letter, in which he says he owns a $100,000 claim in the gold fields.

THE Dueber-Hampden Co. are increasing their output as well as improving its output. The greater part of their output now consists of the finer grades of time-keepers. Whatever controversies Mr. Dueber has engaged in, no one ever questioned that he was the best casemaker in the country, and that the Hampden movements were at least the equal of any, grade for grade.

IT IS reported from Berlin, Germany, that the clockmakers of the Black Forest have taken the preliminary steps to turn the entire industry there into a large company with capital supplied by Berlin capitalists, and to devote special attention to the manufacture of clocks similar to the American article. The Wurtemberg clock industry has been already capitalized at 15,000,000 marks by Berlin financiers.

THE Wadsworth Watch Case Co. have got their engraving department settled in their new home in their new factory building at Dayton, Ky., and will gradually move up the other departments. They have taken this plan so as not to interrupt the business more than they can help. Frank Seligman, general superintendent of the company, was recently married to Miss Mary Phister, daughter of the late president of the German National bank, of Newport.

AT THE annual meeting of the stockholders of the Trenton Watch company the following directors were elected: Samuel K. Wilson, John Moses, O. O. Bowman, J. H. Bruere, Lawrence Farrell and A. G. Moses, all of Trenton, and Thos. R. White, of New York. With the exception of Mr. Bowman the board is the same as last year. Mr. Bowman succeeded F. C. J. Wiss of Newark, resigned. Not in a long time has the company been in such a prosperous condition as now and the prospects are said to be exceptionally good. The factory is running full capacity and carrying many orders.

AT THE annual meeting of the American Waltham Watch Co., the following were elected directors: Ezra C. Fitch, F. R. Appleton, Royal E. Robbins, B. F. Brown, A, Lawrence Edmands, D. F. Appleton, George H. Shirley, A. K. Sloan and H. P. Robbins. The number of directors were increased from eight to nine, the last named being the additional member. Ezra C. Fitch was re-elected president; R. F. Appleton, vice-president; R. E. Robbins, treasurer; P. W. Carter, clerk. The annual report shows that the year has been very successful. The balance sheet shows $313,531 on hand, and surplus of $739,327.

SILVER DOLLARS AS LOCKETS.—Cincinnati, O., April 7.—A. G. Schwab & Bro., jewelers, have been selling lockets made of trade silver dollars hollowed out inside to admit of pictures, A few days ago Secret Service Agent M. P. Bolan called on the jewelers and secured one of the coins, and, after a conference with United States District Attorney Bundy, it was decided to send it to the Treasury department for a ruling. Secret Service Agent Bolan yesterday notified A. G. Schwab & Bro. that there was no violation in using trade dollars in the manufacture of lockets. It was thought at first that this came under the head of mutilating coin of the United States, but trade dollars are not considered under that head, because they have been retired from circulation long ago.

THE wholesale jewelry houses of Minneapolis and St. Paul complain that the stamp canceling machine plays havoc with jewelry supplies sent through the mails. One firm sent $6 worth of jewels, securely packed in an envelope. The machine mutilated the envelope sufficiently so that every one of them worked out. As the package was only from Minneapolis to St. Paul the incident was unusually aggravating. Small parts of watches, enclosed in tin boxes and placed in envelopes, do not escape. The machine will dent in the box and damage the contents. One firm has a rubber stamp made reading thus: "Careful. Not for canceling machine." As a rule this request is heeded, though once in a while an envelope so marked comes back with its contents ruined.

SAFE CRACKED.—New York, April 9, 1900.—Burglars entered the jewelry store of Isidor, Weinstein, at 393 Grand Street, one morning last week through a rear window, and after neatly cracking the safe got away with money and jewelry to the amount of $4,000. The detectives say that the burglars were undoubtedly expert cracksmen and that this specimen of their work compares favorably with the best efforts of Jimmy Hope, Red Leary, and other notorious safe breakers. They left practically nothing behind by which they might be traced. The safe was large and was supposed to be burglar proof. They drilled holes in the plate at the back and wrenched it off, next they dug through a wall of cement and then they treated the inner plate as they had the outer, and had a clear way into the safe.

WART ON HIS NOSE.—Chicago, Ill., April 5.—Whitehead & Hoag Co., Newark, N.J., have brought suit against Griesheimer & Co., clothiers of this city, for the contract price of 5,000 medallion medals of Admiral Dewey. According to the clothing firm's story, they awarded the contract to Whitehead & Hoag Co. for 5,000 metal medallions of Dewey, and when the medals arrived it was noticed that a small bump which looked like a wart appeared on the side of the nose of the "Hero of Manila." In all the pictures of Dewey the clothing firm had never observed any growth on the Admiral's nose, so they telegraphed to Mrs. Dewey, Admiral Schley and other naval friends, asking if Admiral Dewey had a wart on his nose. Mrs. Dewey wired that to her knowledge her husband's nose was not disfigured by a wart and the other replies were to the same effect. The clothing firm say they did not care to risk incurring public disapproval by distributing souveniers which showed Admiral Dewey with a disfigured nose, so they refused

Prize Cups

AND

Trophies.

THE present outlook promises an increasing demand for Prizes suitable for Athletic and other sporting events.

The Trophy or Cup we here show is one of the many regular designs we furnish.

Notice the perfect harmony in which the whole design is worked out, even to the most minute detail.

We have unsurpassed facilities for furnishing anything that can be desired in either Sterling Silver or Gold and Silverplate.

Special designs following the spirit of any sport or purpose will be furnished on request.

Send for TROPHY BOOK.

MERIDEN BRITANNIA CO.,

HAMILTON, ONT.

AND

MERIDEN, CONN.

NEW YORK. CHICAGO.

SAN FRANCISCO.



No. 9040.—PRIZE TROPHY.

Height, 25 inches.

to accept the medals, claiming the likeness was an imperfect one.

"THE GRAND CAMEO OF FRANCE."—Philadelphia, Pa., April 7.—A remarkable cameo has been added to the Maxwell Sommerville collection of antiques in the University of Pennsylvania. It is an eighteenth century reproduction of a famous stone which has been variously known as "The Grand Cameo of France," "The Agate of Tiberius," "The Apotheosis of Augustus" and "The Cameo de la Sainte Chapelle." This great gem is a moculated agate onyx of unparalleled height and breadth. It was considered so remarkable by ancient collectors that Rubens, who had fine glyptic taste, went to Paris in 1625 expressly to see it. The scene cut on the stone is supposed to be that of Germanicus taking leave of the Emperor Tiberius as he is about to start on an expedition. The central figures are clearly cut and can easily be recognized. There are besides the Emperor and Germanicus, Antonio, mother of the hero; Caligula, his son, and his wife, Agrippina. Drastus, son of Tiberius, stands behind his father. The great cameo has an eventful history and has been many times reset. Just when the carving was done is not known, but the work is of great antiquity.

GREAT BRITAIN.

From the Watchmaker, Jeweler and Silversmith.

TRANSVAAL COINS.—Five shillings is now being asked for the Transvaal sixpence. Kruger pennies, however, are relatively more expensive. One London dealer who is now charging eighteenpence for them regretted that recently he parted with four dozen at a shilling each.

SAVED BY HIS WATCH.—A quartermaster-sergeant of the R.A., serving under Lord Methuen, has written from Modder River to a London firm of watchmakers, as follows:—"I was shot twice in the fight of November 28th. Your watch saved my life, as the day I was wounded I had it in my breast pocket, when the bullet struck and smashed it. This turned the bullet, which only went through the flesh of my side, instead of through my lungs or heart. I am now back to duty, January 30, 1900."

BOER MISSILES.—There are on exhibition at the jewelry establishment of Mr. Haskell, Tavern Street, Ipswich, some interesting objects from the theatre of war, in the shape of a Mauser bullet, a Martini bullet, a fragment of a Boer shell and a couple of cartridge cases, the contents of which Mr. Sidney Haskell, who is serving with the Cape Mounted Police, emptied at some of the Boers he met in his first engagement. The metal momentoes which came from the Boer side were presented during the Bird's River fight, falling into the British camp unwelcomed.

THE GEM MARKETS.

LONDON, March 30th.—I cannot state that trade has improved, nothing of any importance having happened to remove the dull character of the market. Those who thought that there might be a cheapening in the price of the rough during 1900 will not have their hopes realized. I have it on very good authority that the Syndicate will not lower their prices. The demand for colored stones and pearls is not quite so good.

AMSTERDAM, March 28th.—Business has not improved in any way during the past month, the whole trade in diamonds remaining very quiet. There has been a fair demand for cheap *melé*, but the sales were not large, as the prevailing prices were higher than most of the buyers were in a position to pay. The factories displayed but little activity, the cutters and polishers being for the most part unemployed, and the prospect of any immediate improvement in this respect is very small. A quantity of "Wesselton" was placed on the market shortly before the close of the month, and readily found customers at high prices. Roses were very difficult to dispose of; very few were sold, and those only of very fine quality. *Enden* and *Kappen* were in great request, but the supply was deficient, and any which were placed on the market were sold at once.

PARIS, MARCH 30TH.—The diamond business in this city has again been quiet throughout March. A few foreign buyers visited us as usual, but, as a rule, the prices they were able to offer could not be accepted by the local merchants. Colored stones and pearls of fine quality were bought to some extent for local use, but few were exported.

ANTWERP, MARCH 30TH.—Several suspensions of payment have been announced in the town, and the firms in difficulty are for all that by no means insolvent. The local bank dealing almost exclusively with the trade has been obliged to refuse to touch anything except the very best of paper, and, in consequence, many of its customers have found it necessary to get their bills discounted in Germany. Those houses unable to do this have been obliged to stop payment. The syndicate formed a few months ago to compete with the famous London combination has disappeared already; though it was well backed up it was unable to make headway, and accepted the offer of £16,000 from the London syndicate to dissolve. At the last meeting of the Communal Council of Antwerp £200 was voted to a fund to assist diamond cutters out of work.

COMPARISONS.

Advertise just as you eat—regularly and in reasonable quantity. You don't wait until you are starved before you eat, but you go to your meals at a set time every day. One meal right after the other, year after year, makes you grow fat and keep well. Advertise just as you drive a nail. Not one big blow and then stop forever, but with reasonable blows, one following the other. Even if your one blow is hard enough to drive the nail home, it is likely to go crooked or split the plank and spoil your job. Advertise just as the farmer plants corn—not a big sackful at one time, in one place and then stop, but a few grains at a place in regular order and in regular time. In other words, advertise with business sense. Keep at it week after week, month after month, and success will surely come by and by.—*London Mills (Ill.) Times.*

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, MAY, 1900. No. 15.

THE DUEBER-HAMPDEN COMPANIES

have the most complete system of keeping a record of their watches of any watch company in the world. How valuable this system is in certain emergencies, the following will show:

Mr. H. J. Bayles, the Coroner of Alton, Ill., wired:

"Who did you sell movement No. 956093 to?

The Hampden company replied:

"Mr. H. J. Bayles, Coroner, Alton, Ill.

"Our records show that movement No. 956093 was sold to J. C. Sawyer, Boston, Mass. He sold it to G. R. Alexander, Providence, R. I., who in turn sold it to J. W. Adams, Providence, R. I.

"HAMPDEN WATCH CO.,
"JOHN C. DUEBER, Treasurer."

The largest establishment on the globe for the manufacture of complete watches is the factories of

The Dueber Watch Case Mfg. Co.

and

Hampden Watch Co.,

At Canton, Ohio.

Nearly 5,000,000 of the incomparable Dueber-Hampden watches are in the pockets of the people.

THE PLATFORM

In the last number of **The Dueber Herald** we defined the **issue** formed by the prevailing conditions in the watch market.

To the legitimate dealers in watches throughout the country we now respectfully submit a **platform:**

The dealer who has painstakingly studied the situation—as he should and must do in justice to himself and to his customers—understands by this time the difference between the watch that sells on its merits and the watch whose sale is forced by this, that or the other policy or device. He understands the difference between irrefutable facts and highfalutin phrases; the difference between the claim that is **substantiated** and the claim that is simply **asserted.**

Therefore we suggest as his platform in his watch campaign of 1900, the unflinching determination **to sell the watch that sells on its merits;** the watch whose story is a story of **fact;** the watch whose every claim is a **substantiated** claim; the watch that is honestly "The Best."

His study of the situation if engaged in as thoroughly as we advised, will give him the necessary assurance as to **what make of watch** comes up to all the enumerated requirements.

Success and nothing but success is in store for the dealer who accepts the platform we outline.

THE DUEBER-HAMPDEN

New 12-size Movements are Paragons of Watch Perfection.

"THE BEST."

TELL YOUR CLERKS TO TELL YOUR CUSTOMERS THAT:

1. A watch that has been timed closely at the factory is not likely to run the same after having been stopped and packed and shipped; therefore, purchasers should not condemn it because it does not run close when first started.

2. A watch that has been allowed to run down will not run the same when wound and started again, but will usually be found to run irregularly for a few days.

3. Frequently a watch will not run exactly the same after casing as before; this is caused by the cramping of the plates through too close casing, or the springing of the plates by the case screws.

4. Fine time-keepers are very sensitive and slight changes in their treatment affect their performance as is shown by the well-known fact that a close-running watch will not maintain the same rate in the pockets of two different persons, although their habits and avocations may be identical.

"Splendid."

Pittsburgh, Pa.

My Dueber-Hampden watch has varied but a few seconds in two months, nor been magnetized, although carried around close to a fifteen-horse-power dynamo, 250 volts telegraph instrument. Have tested it frequently on galvanometer. It runs splendid.

JOS. DOLPHIN,
Western Union Telegraph Co.

"Excellent Satisfaction."

Cincinnati, O.

I have been carrying a Hampden railway movement for the past two years. Can truly say I am well pleased with it. This movement is used almost exclusively on this road and gives excellent satisfaction

B. Q. GASNER,
Cincinnati Southern R. R.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent Dueber-Hampden Watches,

393 Richmond Street, LONDON, Ontario.

WHETSTONES AND SHARPENING OF TOOLS.

Cutting tools are ground either on flat sandstones or on rapidly turned grindstones. Therefore it is important to make a good selection of the material. The stone should be soft rather than hard, fine grained and perfectly free from fissures and cracks. The last condition is essential, for it may happen that a flawy stone under the influence of the revolving motion suddenly cracks and seriously injures the operator. Since this accident is also liable to happen with perfectly formed stones, artificial ones are frequently employed, which are more homogeneous and durable than the natural. The stone must remain perfectly moist during the grinding, otherwise the objects soon get hot and their temper is injured. After long continued grinding the cutting edge becomes too thin, so that it bends over on itself, which makes reverse whetting necessary. The feather edge is bent back and the article is whetted on a "setter." There are several varieties of stones, though they are all similarly composed.

The scythe stone, of very fine grain, serves for grinding off the feather edge of large tools. The Lorraine stone, of chocolate color and fine grain, is employed with oil for cabinetmakers' tools. The Arkansas stone is grayish yellow and very erosive. It is used with water and oil and gives a very fine edge. The lancet stone is employed with oil, especially for surgical instruments. The Turkish sandstone is the best of all. It is gray and semi-transparent, sometimes slightly spotted with red, and usually quite soft. For tools with curved edges a mixture of powdered stone must be made, giving it in a mold the desired concave or convex shape. Tools may also be sharpened with slabs of walnut or aspen wood coated with emery of different grades. This gives good results.

THE "GREEN RAY" AT SUNSET.

The "green ray" or "green flash" at the moment the sun disappears from view beneath the horizon has been noticed by many physicists. Some of them consider this an opticial illusion. M. Guebhard states, however, that the green ray is the great shadow of the earth feebly illuminated from the zenith and viewed by an eye fatigued for red; it therefore appears green. Pellat on the contrary states that the "yellow setting sun has red lower and green upper border separately examinable in the telescope and due to prismatic reflection by the atmosphere. The absorption which makes the sun disk appear yellow makes the violet upper rim appear green or greenish blue instead of violet. When the sun sets, the upper green rim can be seen for a fraction of a second, but it may be kept longer in view if the observer goes up a slope as the sun sets." The first writer to which we have referred thought this was different from the green ray following the setting of the red sun, M. Raveau said that he had seen the sea colored green in a triangle with its apex at the point where the sun set, and the color seems to flow away toward the horizon.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A. C. JOHNSTON, of Kingston, has just returned from a buying trip through the Eastern States.

MESSRS. LIGHTER BROS. have opened up a jewelry business at Glace Bay, Cape Breton, N.S.

MR. W. BARBEAU, jeweler, of Quebec, has left the city and removed his business elsewhere.

F. S. SCHNEIDER, of Peterboro, has made great improvements in his store by the addition of a very handsome large wall case.

MR. W. BANNISTER, formerly of St. John's, Newfoundland, proposes to open up a jewelry business in Sydney, Cape Breton, N.S.

MR. WRIGHT, of F. W. Spangenberg, Kingston, has returned from a well-deserved holiday trip through the Western States.

G. T. GILPIN, of Vancouver, B.C., watchmaker to the trade, has issued a very neat little price list of watch work, which any jeweler can have on application.

MR. N. SLOVES, of Montreal, has removed his jewelry business from No 1893 Notre Dame Street to 2356 St. Catherines Street, in that city.

MR. CHAS. D. MAUGHAN, of the Goldsmith's Stock Company, returned early last month from a very successful trip through Manitoba, the North-West Territories and British Columbia.

TOM BUTLER, Montreal Optical Company's representative, has returned from a very successful trip through the Maritime Provinces. He reports business to be particularly brisk in Cape Breton.

MESSRS. G. SEIFFERT & SONS, Quebec, P. Q., have added an optician to their staff, and intend to have one of the best equipped optical parlors in the country. Success to them in their new store.

MESSRS. G. SEIFERT & SONS, the well-known retail jewelers of the City of Quebec, have decided to turn their business into a joint stock company, and have therefore applied for a charter of incorporation.

MR. A. MARKS, the Ontario representative of H. & A. Saunders, reports business good all through the province. The retailers are ordering very freely owing to the improvement in business this month.

MR. A. C. MERRETT, representing H. & A. Saunders in the Lower Provinces, is on his way back from his usual spring trip, having found trade very good, not only on the mainland but also in Prince Edward Island.

"REFRACTION AND HOW TO REFRACT," by Dr. James Thorington, is the latest book on the subject. "It is of marvellous simplicity and will be found of invaluable assistance to every optician," says Mr. L. G. Amsden, Secretary of the Cohen Brothers, Limited.

SOUVENIRS

AND

PATRIOTIC JEWELRY.

There is every indication of a large influx of Tourists during the coming summer.

THE REPRESENTATIVES OF

RAILROAD AND STEAMBOAT

Companies have met and arranged for very favorable rates and the promise is that Canada will be favored as never before.

DO NOT ALLOW THIS OPPORTUNITY
TO SLIP AWAY FROM YOU.

HEMSLEY SOUVENIRS

SELL THEMSELVES.

All you are asked to do is to Exhibit them and take in the money.

An order placed NOW *will ensure you delivery of this NOVEL and DAINTY Line in plenty of time for Business.*

THE LEVY BROS. CO., LIMITED.

Selling Agents,

HAMILTON, ONT.

THE FOLLOWING STUDENTS took a course in optics under Dr. W. E. Hamill, at the April class of the Optical Institute of Canada, viz., Geo. C. Brimer, Ottawa; Benjamin Harris Hamilton; James C. Taylor, Ingersoll; M. D. Tugenhaft, Toronto. Next class, May 15th.

LECTURE.—An interesting and instructive lecture was delivered before the Montreal Young Men's Christian Association, on the 19th April, by Mr. R. A. Dickson, the well-known jeweler of St. Catherine Street, his subject being, "A Business Man's Trip Through Europe."

MR. ARTHUR PEQUENAT, of Berlin, Ont., has sold out his entire stock of jewelry, etc., to his brothers in Guelph and Berlin, and will in future throw the whole of his energies into the bicycle business he started about a year ago and of which we understand he is making a great success.

THE BUSINESS of Mr. R. H. Trapnell, jeweler, of Windsor, N.S., who is removing to St. John's, Newfoundland, has been purchased by Mr. F. E. Harriott, late of Bermuda. The new proprietor purchased the entire stock, fixtures etc., and will carry on the business in the same premises.

MR J. S. LEO, President of the Montreal Optical Company, is at present renewing his old acquaintances on the road, and at the same time booking import orders for opera and field glasses. His trip so far has been very successful. During his absence "Uncle" Levetus is guarding home interests.

MR. CHALLONER, of the firm of Challoner & Mitchell, Vancouver, B.C., spent a few days in Toronto last month on his way to Montreal and New York. Mr. Challoner says they are having a fairly good trade this year so far and thinks the prospects ahead are favorable for its continuance.

MR. WILLIAM LEWIS, manufacturing jeweler, of Toronto, whose accidental injury by falling on a slippery pavement we chronicled some two months ago, and who was so badly hurt that the doctors despaired of his recovery, has now taken a turn for the better, and they now expect him to be about again in the near future.

SILVER POLISH.—Every retail jeweler in Canada has at times felt the need of a thoroughly good silverware polish that he could recommend to his customers. In their advertisement elsewhere in this issue, Simpson, Hall, Miller & Company inform our readers that they can fill this bill and ask them to give their "Silver Brilliant Cream" a trial.

MR. J. W. PARKER, representing the Levy Bros. Co., Limited, of Hamilton, Ont., returned last week from the North-West, where he has been for the last three months, on his winter trip. He reports a very gratifying trade, and thinks that section of the country, although it has been somewhat depressed of late, will quickly revive again.

THE ATTENTION of our readers is directed to the advertisement of specialties in watch material, by Albert Kleiser, on another page of this issue. Mr. Kleiser has been known to the trade for the past twenty-five years as "headquarters" for anything in the material line, and he says he does not propose to go back on his reputation. He solicits a call, or a trial order by mail.

MR. A. H. DEWDNEY returned last week from a very successful trip to Europe, during which he succeeded in picking up a splendid stock of diamonds and other stones, at very favorable prices. He reports trade somewhat quiet in Great Britain on account of the war, but he got hold of a good many new ideas and designs of which the trade will get the benefit later on.

MR. J. O. PATENAUDE, of Patenaude Brothers, Nelson, B.C., has just completed a special course in advanced Optics under Mr. Edwin Culverhouse. Mr. Patenaude is highly gratified with the instruction he has received, and has added to his already extensive optical equipment a Geneva Retinoscope, having now one of the most up-to-date optical equipments in the West.

THE NEW STORE of Mr. M. Rosenthal, of Ottawa, is one of the largest and handsomest in the Dominion of Canada, and a credit to any city. He expresses himself as entirely satisfied with the business his firm have done since they moved into their new premises, and thinks the outlook is favorable for a continuation of the present prosperous trade in his city.

MR. THOMAS BRADY (commonly known as "Tom"), one of the most popular and respected jewelry travellers in Canada, was unfortunate enough to be laid up in Brandon, Man., about a month ago with a severe attack of rheumatism which confined him to his bed for about ten days. Our readers will be glad to know that he is about again and almost as well as ever.

BY THE DEATH of the Duke of Argyle last month, one of Canada's former Governor Generals, the Marquis of Lorne, succeeds to that important and influential title and estate. As the new Duke of Argyle is one of the warmest friends that Canada has ever had, his many admirers in this country will be pleased to know of his new dignities. Long may he reign over the clan Campbell, say we.

THE QUEEN'S BIRTHDAY.—The sporting season opens up on the 24th of May, and the jewelers will be called upon to supply prize medals, etc. Messrs. Geo. H. Lees & Co., advertise that they are ready to supply all kinds of medals, and if a church, school or other building is to be erected they can supply you with a trowel to lay the corner-stone, and a presentation key for the opening ceremonies.

OLD GOLD AND SILVER.—We direct the attention of our readers to the advertisement, in another part of this issue, of Messrs Geo. H. Lees & Co., manufacturing jewelers and refiners, of Hamilton, Ont., whose offer in regard to the purchase of old gold and silver is so fair as to be beyond cavil. The firm are thoroughly reliable, and any jeweler may depend upon them carrying out their promises both in letter and in spirit.

MR. W. P. COOK, the well-known jeweler of Port Arthur, Ont., has been an extremely busy man since his return home from Toronto last month, if one may judge by the local papers. In the absence of Mayor Macdonell he has been filling the mayor's chair. He has also been filling the position of chairman of the Board of Works in the absence of Mr. Jos. King, besides filling his own position on the street railway commission.

MR. ABRAHAM LEVY, President of The Levy Bros. Co., Limited, of Hamilton, was in the city last week on the business of his company. They have laid in a magnificent stock of diamonds and other stones at very favorable prices and claim to be headquarters for anything in this line. Their stock of souvenir and patriotic silver jewelry is "sell on sight" goods, which they say the retailer has only to exhibit to take in the money.

THE JEWELER'S DIRECTORY for 1900-1901, issued by Mr. J. J. Fogerty, 176 Broadway, New York, has recently been distributed. It is a very complete and classified directory of every manufacturer, importer, jobber and retail dealer in watches and jewelry and kindred industries in the Dominion as well as many in the United States. Every jeweler should have one, and can get full information from the Toronto office, 20 West Adelaide St.

FROM SOUTH AFRICA.—The latest advices from Major Hurdman, of Ottawa, now serving in South Africa along with his battery, are to the effect that they have been brigaded with the Canadian and Australian Mounted Rifles and the other Canadian Artillery, under the command of Maj.-General Hutton, lately General Commanding the Militia of Canada. As this brigade has been ordered to support the advance of General Lord Methuen from Kimberley, it is probable that they will see considerable fighting in the near future.

MR. R. H. JUPP, the well-known Orillia jeweler, and one of the most enthusiastic sporting men in the Dominion, has been elected as one of the Executive Committee of the Ontario Amateur Athletic Association, the object of which organization is to cultivate amateur athletic field sports in the Province of Ontario. Mr. Jupp attended the meeting of the Executive Committee in Toronto last month, and announced his intention of helping the Association along by every means in his power. With such supporters as Mr. Jupp throughout the Province the O. A. A. A. is bound to be a success.

THE FULTON JEWEL MFG. CO., LIMITED,

See our samples before placing orders elsewhere.

MAIL ORDERS PROMPTLY ATTENDED TO.

New Goods, New Styles, Rock Bottom Prices.

40 COLBORNE ST. AND 13 LEADER LANE,

TORONTO, ONT.

LIEUT.-COL. OTTER, commanding the first Canadian Contingent, on active service, in an official report to the Dominion Government recently, after commenting on the fact that the khaki clothing issued to his men had not stood the wear and tear of campaigning very well, stated that the only thing about the uniforms which had really come through all right were the maple leaf ornaments on the shoulder straps and helmets. These, he stated, looked about as well as when the men left Canada, and were a credit to Canadian workmanship. They were manufactured by Messrs. P. W. Ellis & Co., of this city.

SAUNDERS, LORIE & CO., manufacturing jewelers of Toronto, are quietly making preparations for removing to their new factory at 67 Adelaide Street West. Mr. Lorie says he don't propose to move until everything in the new premises that can possibly be got ready beforehand, is thoroughly in order, and when they do make a start the real moving will be a very short business. From the looks of the new machinery and labor-saving appliances already in place, there is no doubt but that the firm will have one of the largest and best equipped jewelry factories in America when they get finally settled down in their new home.

PUNISHED.—Fred. Thornton, the man of many aliases, who was arrested in Toronto last month on a charge of breaking into the store of Johnston & McFarlane, 110 Yonge Street, and stealing 38 watches, 119 rings and 48 penknives, when brought before the Police Magistrate for trial pleaded guilty and was sent to Kingston for two and a half years. Thornton has already served nine years on three terms since 1871, and in 1887 was given five years, but before he had served one year he escaped, leaving four years still to serve. With the two and a half Magistrate Denison gave him and the uncompleted term he will get out in about six and a half years.

DEATH OF MR. P. L. WOODS.—Mr. P. L. Woods, one of the oldest citizens of Brampton, Ont., died at his residence in that town on the evening of Saturday, the 21st April. Mr. Woods came to Canada in the early fifties, and shortly afterwards started in business for himself in Brampton, where he conducted the express and telegraph office in connection with his jewelry business. He was well and favorably known throughout the wholesale trade of Canada, and highly respected. About four years ago Mr. Woods retired from active participation in the business he had built up, and at that time he was admitted to be the oldest business man in Brampton.

MR. A. R. HARMON, of the American Waltham Watch Co., was in Toronto last week looking after business. He reports the factory as working to its utmost capacity and having even two shifts of operatives (night and day) in every department where they can be utilized to advantage. In spite of all this, however, the demand for their movements still continues as great as ever, and the output of the factory is all sold long before it can be turned out. Mr. Harmon says that the prospects for an increased supply of American movements, while considerably better than it was a year ago, does not indicate anything like an overplus for a very long time to come. The trade would do well therefore to lay in stock as opportunity offers.

MR. W. K. GEORGE, manager of the Standard Silver Co., Toronto, has been elected Secretary of the Canada Corundum Co., Limited, referred to in our last issue. The prospectus of this new company has just been issued and shows that it has an authorized capital of $1,500,000 in 150,000 shares of $10 each. Although the Company has not a monopoly of all the corundum in Ontario, it has a special agreement with the Government whereby it has the exclusive right to make the selection of these deposits throughout the whole of this province. The President of the company is Mr. Geo. C. Edwards, of Bridgeport, Conn., Vice-President of the International Silver Co., of the United States, and one of the most prominent business manufacturers of that country. Under such auspices and management it should turn out a very successful undertaking.

A NEEDED REFORM. - A recent Ottawa despatch says that, "In response to the request of the Canadian Manufacturers' Association for fuller and more prompt statistical information, plans are being considered by the Department of Customs for the concentration at Ottawa of all the compilations of statistics of exports and imports. Instead of as at present, having the returns compiled at the different customs houses in Canada monthly, with full returns sent to the department quarterly, it is intended to have the returns sent daily from the different offices and compiled at Ottawa, with a monthly statement for the Dominion to be issued. By this means returns may be arranged and made known to the public within a few days instead of being held for months. Several additional clerks will be needed at Ottawa and these will be drawn from the experienced men at the different customs houses.

THE OUTLOOK.-Business during the past month has been somewhat quiet, probably on account of the breaking up of the roads, and the inability of the farmers to get to market on account of seeding operations. However, as this is usually the case about this period of the year, the business situation may be regarded as about a fair average. In Manitoba, the North-West Territories and British Columbia trade has been disappointing, while that in the Maritime Provinces has been abnormally good during the same period. Ontario and Quebec have maintained a pretty fair average, probably slightly ahead of ordinary years. The crop outlook so far is favorable. Seeding in the North-West is practically over, and in the Eastern Provinces it is well under way. The scarcity of American movements still continues, and prices are as stiff as during last year. Taking it altogether the outlook is fairly favorable.

THE FAILURE of Philips & Co., jewelry jobbers, of Toronto, which occurred last month, has been expected for some time past by those who know things generally, and as a consequence occasioned but little surprise amongst the manufacturers or the wholesale trade. As far as we can learn the firm's liabilities total up to about $5,000, with assets of only a few hundred dollars at most. Mr. Phillips is said to have left the city, taking most of the stock that was left with him, and his whereabouts is at present unknown. The principal creditors are S. Frenkel, Toronto, about $3,000; Montreal Watch Case Co., about $1,000; The Convesoir & Wilcox Mfg. Co., of New York, about $300. None of these creditors are secured in any way, and while the estate has been placed in the hands of a receiver, it is not expected that the creditors will get much if any dividend after the winding-up expenses have been paid.

IN OUR last issue we noted the fact that arising out of the T. Eaton & Co. case of last year, the Retail Association of Canada had prepared a bill which was introduced in the Local Legislature of Ontario by Mr. Hill, member for West York, making the president and manager of an incorporated company liable for the acts of the company just the same as any individual would be for his own. As this was promoted with a view to bring companies equally with individuals under the penalty of the criminal law for misrepresentation of goods, it was thought by a great many of the members that it would be unfair to hold the principals of a company responsible for the acts of employees over whom they perhaps had no direct control and which they should not be held liable for. The bill was therefore allowed to stand over and it is probable that it will not come up again during the present session. It has certainly provoked a good deal of opposition from many and very different quarters.

ENLARGING.—Messrs. J. J. Zock & Co., manufacturing jewelers, of Toronto, have, on account of increasing business needs, been forced to enlarge their premises during the past month. To do this they have taken a lease of the entire flat below their present factory; Consisting of the premises formerly occupied by The Cohen Bros. Company, Limited. Mr. Zock says they purpose removing all their offices down stairs and fitting up, along with a large showroom, in first-class style. He has selected and ordered a large amount of new and up-to-date machinery, with which to equip the new factory premises, and when completed thinks they will have facilities second to none in the Dominion. The firm purpose enlarging their lines of jewelry manufacture, and adding in addition a complete line of gold and gold-filled spectacles and eye-glasses, the plant for which Mr. Zock says is now on the way here. The firm have been unusually busy all this season, and express themselves as thoroughly satisfied with the business outlook.

The Perfected American Watch.



FIFTY years ago all watches were made in Europe, chiefly in Switzerland. Then a watch was a costly possession. In 1854 the business of the AMERICAN WATCH COMPANY OF WALTHAM, MASS., was organized, the corporate name being subsequently changed to AMERICAN WALTHAM WATCH COMPANY. This Company has ever since enjoyed uninterrupted progress in the application of sound horological principles, in the use of the best devised automatic machinery, and in the services of the highest skilled artisans. This combination of advantages has produced the finest pocket timepieces in the world. The manufacture of watches at WALTHAM was begun and has continued upon lines wholly different from those of the Swiss, departing radically from the latter in practice as well as in theory. Upon the principle that the simplest means of producing a given result are best, the designers of the first WALTHAM watch discarded all parts not essential to correct timekeeping, and thus they not only simplified methods of manufacturing, but reduced the liability to breakage and consequent cost of repairs when the watches had gone into use.

Quite as important, if not so fundamental, has been the systematic watchmaking first practiced at WALTHAM and amplified to its present extent by successive improvements. Before the AMERICAN WATCH COMPANY was founded there was no factory in the world in which an entire watch movement was made. By the old way the plates were fashioned in one place, the wheels in another, the dials elsewhere. These and other parts—all made by scattered and disconnected labor—were finally fitted and assembled. It was soon shown that machinery, by its precise and uniform operations, provided better watches at less cost. Furthermore, most of the machine made parts—plates, wheels, pinions, etc.—by their uniformity were interchangeable. Dealers were thus enabled to carry materials in stock, so as to supply them readily when required. A record of the size and grade of each WALTHAM watch movement is kept by the Company, wherby jewelers may at any time obtain duplicate parts by simply quoting the movement number, whatever the date of its manufacture. Therefore, the first grand results at WALTHAM were simplicity and economy of construction; exactness and durability of the watches produced; convenience and minimum expense of repairs.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO ONTARIO.

THE *Evening Herald*, of St. Johns, Newfoundland, has the following complimentary notice in a recent issue: A few days ago we had the pleasure of a call from Mr. R. H. Trapnell, who has been absent from Newfoundland for the past eighteen years, during thirteen of which he has been engaged in business at Windsor, N.S. Finding business dull there since the fire a couple of years ago, which destroyed the greater portion of Windsor, and which to a large extent dislocated trade relations, Mr. Trapnell visited Sydney and St. John's for the purpose of making up his mind concerning the prosperity of business, and after spending a few days at each place had no hesitation in deciding in favor of his former home. He has taken the store on Water St., lately occupied by A. L. Michaels & Co., and will open business about the first of May, with a first-class stock of staple goods and of the leading novelties in his line of business. Mr. Trapnell is an expert watchmaker, jeweler and engraver, and for a number of years has made a special study of optical science, holding first-class diplomas from the Spencer Optical Institute, New York, and the Detroit Optical Institute, Detroit. Mr. Trapnell comes with the very best recommendations from the citizens of Windsor.

SHOULD BE SPANKED AND PUT TO BED.—Last month the schoolboys of Philadelphia held a great public meeting in the Academy of Music, the ostensible object of which was to send a message of greeting and encouragement from 22,000 scholars of that city to President Oom Paul Kruger, at Pretoria, South Africa. It is said that Judge T. Ashman, presided, and the principal speakers were Mr. W. Davis, Mr. W. Cockran, Attorney Graham, Mr. T. Meek and W. P. Wessels, of Bloemfontien, Orange Free State. In order to make the farce more dramatic, a fourteen year old messenger boy in uniform was called to the stage, handed the address, and instructed to proceed at once to Pretoria and hand it personally to Mr. Kruger. If this farce were gotten up entirely by school children it would be amusing, simply as showing how they reflect the opinions and ideas of the grown up people around them, but that men of mature years, and more especially public men, should participate in such silliness, shows how even years often fail to bring wisdom. It is such people as these who bring discredit upon any nation. This demonstration appears to have been inspired by political motives, but if so, surely those using it must be verging on political imbecility. The children should have been spanked and sent to bed, as for the grown up men, well—probably they have been punished enough by making themselves ridiculous in public.

DOLLAR WHEAT BY COMBINE.—It is announced by the Executive of the Farmer's Alliance and Industrial Union of the United States, that they propose to form a trust amongst the farmers throughout the world for the purpose of restricting the acreage of wheat, and thus forcing it up to one dollar a bushel or more. When we consider the great number of countries which now produce large quantities of wheat the scheme seems to be so utopian as hardly to merit consideration even for a moment. Were the world's wheat producing area, confined exclusively to North America, we very much doubt whether the farmers of Canada and the United States could by any possible means be got to co-operate so as to restrict the acreage sown. Human nature is essentially selfish, and just as much so in farmers as in any other class of people, and we have no doubt that thousands of them would be found not only refusing to go into any such scheme, but willing to take advantage of its anticipated benefits by sowing even more than their ordinary acreage. This, so far as even America alone is concerned would, in our opinion make it hard to work out the scheme in a practical way; but when we come to consider that in addition to North America, Argentina, Russia, India, Egypt and Australia are now wheat producing countries, and in favorable years have a large surplus of this grain to export, the scheme becomes doubly and trebly difficult to put into execution. We are afraid that the promoters of this utopian idea have misjudged human nature when they made their calculations of restricting the wheat output, and it is a very good job that they can't carry out their scheme, for wheat is so universally used to-day that any real curtailment of the supply would work untold misery to millions upon millions of people to whom it is truly the staff of life.

THE ATTEMPT to blow up the Welland Canal last week, although practically a failure, was nevertheless sufficiently successful to bring before Canadians the danger that such public works have heretofore always been exposed to. That the entire Welland Canal system was not wrecked and hundreds of valuable lives taken, was simply on account of the ignorance or nervousness of those who perpetrated the outrage. One thing is certain, however, and that is, that hereafter all the locks belonging to our great canals must be vigilantly guarded against similar attempts, whether of labor cranks, Fenians or Boer sympathizers. A couple of charges of dynamite properly exploded in the right place would not only entail a loss of millions of dollars, but entirely close the canal for at least a year. Such a thing should not be possible if the locks are all properly guarded, and we have no doubt that they will be patrolled day and night hereafter. The perpetrators are now in jail, and will shortly be tried for the offence, which is one of the most serious that could well be brought against any person. If they are found guilty, we trust that no misdirected sympathy will interfere in any way with their getting the extreme penalty the law can inflict for such an offence. At the present time it is impossible to say what prompted the outrage. All that is known, is, that they came from the United States, but whether they are connected with any labor, or secret Fenian or pro Boer organization is a mere matter of surmise. Whatever it turns out to be, all law-abiding citizens of both countries will be agreed that they should be severely punished all the same.

WOULD MAKE A GOOD DETECTIVE.—When Mr. M. Moss, jeweler, of Lunenburg, opened up his store one morning about a fortnight ago, he found that burglars had paid him a visit during the night and ransacked the premises. Goods were scattered about the floor promiscuously, and on examination he found quite a considerable quantity of valuable stock which had been left outside of the safe was missing. He concluded to say nothing about the matter to anyone but make a still hunt on his own account for the thieves. A few days later a young man entered his store and asked him to value a watch. Mr. Moss at once recognized it as one of his missing ones. The young man stated that he got it from a Mr. Fried, in a trade. A search warrant was taken out and Fried's premises were searched, but only a charm, one of the stolen ones, was found. Fried stated that he got the watch and charm from a person he did not know, but thought he could identify him. From the description given, John Mason, son of the constable of the town, was arrested. Next day after the arrest a man named Willneff called at Mr. Moss's house and stated that at a late hour on the night of the robbery he met John Mason, Lindsay Tanner and Gordon Burns, and they told him they had robbed the jeweler's shop and gave him a watch and chain and some jewelry, saying that was his share of the booty. He declared he was not present when the robbery took place. Hardly had Willneff departed when Tanner called on Mr. Moss and returned some of the stolen goods and stated that Willneff was present when the robbery took place. As a result Tanner, Burns and Wilneff were arrested and have since been committed for trial.

AN ECHO of the J. B. Williamson, Montreal, failure, came to the surface last month in the assignment of James Baxter, a well-known broker of that city. As most of our readers know, Baxter was arrested, tried, convicted and sentenced to imprisonment for five years for conspiring and assisting to rob and wreck the Ville Marie Bank of Montreal. Shortly after sentence was pronounced Baxter made an assignment of his property to an assignee on behalf of his creditors, who were pressing him. The estate amounted to $200,000 mostly in real estate, which will hardly realize anything like the amount it is valued at. Backas & Strauss, the well-known London, England, diamond merchants, are creditors for $2,798 on a note Baxter seems to have obtained from J. B. Williamson for advances secured by diamonds. It is even said that it was reported that Williamson had given these diamonds as security to Baxter which eventually precipitated his (Williamson's) failure. Baxter's detection and punishment furnishes but another illustration of the truth of the old adage, "that the pitcher that goes often to the well gets broken at last." Baxter has, it is said, been connected with quite a few

The Best SILVER POLISH in the World.

EVERY JEWELER SHOULD KEEP IT IN STOCK.



AND EVERY HOUSE-KEEPER WILL BUY IT.

Nowadays when every housekeeper has Silverware on her sideboard, a good cleanser and polish is a necessity, and the jeweler who sells such an article will draw trade to his store.

We offer you the best Silver Polish in the world. It has no equal and will always make you friends and customers. Send for a sample dozen.

WM ROGERS. 1847

TRADE MARK ON FLATWARE.

SIMPSON, HALL, MILLER & CO.,

MANUFACTURERS OF STERLING SILVER AND FINE ELECTRO-PLATED FLAT AND HOLLOW WARE.

A. J. WHIMBEY,
MANAGER.

50 Bay Street, TORONTO.

shady business transactions, but although sailing close to the wind, has always managed to keep clear of the law and its punishments. In this instance, however, he just overstepped the mark, and when his accomplices squealed on him, he was placed in the dock and tried and punished as a common felon. It is certainly a sad sight to see an old man like Baxter have to spend what will probably be the remainder of his life in gaol, but the punishment is just, and the lesson should not be thrown away on all those who occupy positions of responsibility and trust. The mills of the gods may grind slow, but they generally manage to get there eventually with both feet.

WITHDRAWN.—As our readers are already aware, Mr. Farwell, M.L.A., introduced a Bill into the Ontario Legislature this session empowering towns and cities in this Province to license and regulate corporations and persons selling coupons or trading-stamps or dealing in gift enterprises. Under Mr. Farwell's proposed Act, the municipalities above mentioned were to be empowered to impose a license fee upon such businesses of $2,000 in cities having a population of over 30,000; $1,000 in smaller cities, and $500 in any town. When the Bill came to be read a second time, the mover pointed out that great loss and injury was done to legitimate business by these trading-stamp companies, who were simply caterpillars on the commercial leaf, and levied a toll upon the retail commerce of the country without giving any value whatever in return for it. These schemes were, he contended, demoralizing in their tendency, inasmuch as their effect upon the confiding and often ignorant public was to make them believe that they were getting something for nothing by demanding their coupons. He thought that honest dealing and fair play demanded that the legitimate retail trade of this Province should be protected against schemes of this kind, which not only enriched the promoters unfairly, but had a bad effect upon the public, and was a great detriment to the retail trade generally, more especially now when the competition of the great departmental stores had cut their profits down to the very lowest notch. The Bill was opposed by the Attorney General, the Hon. Mr. Gibson, on the ground that he did not think the legislature should sanction or endorse any such drastic interference with private enterprises. He also objected on the ground that the license fee proposed to be levied in cities was so large that it looked as though it was intended to be prohibitive. The Hon. Richard Harcourt, Minister of Education, wanted to know more about the Bill and the promoters thereof. He wanted to know all about it, and what was behind it, and did not hesitate to characterize it as totally uncalled for and not in the interests of the people generally. The Hon. J. R. Stratton, Provincial Secretary, expressed the opinion that the Bill was not only all right in itself, but that it was largely in the best interests of the legitimate retail trade of the Province. He said that it had the endorsement and backing of a large number of reputable business men throughout the country, all of whom considered that trading-stamp enterprises were detrimental to the interests of honest trade. Mr. Whitney, the leader of the Opposition, had an open mind upon the question, and wanted more information before he cared to express any personal opinion for or against the Bill. He would be glad if some person familiar with the working of the system would give the House some information upon the subject which would help them to a decision. He thought that the matter should be thoroughly enquired into, so that when they passed any regulations regarding it they would be radical and thorough and in the interests of the people generally. Mr. Farwell, after hearing the strong stand taken by several members of the Government regarding the Bill, decided to withdraw it for the present session. It is probable, however, that another year will see it again on the order paper, and its supporters better organized to push it to a successful issue.

THE INCREASE in the preference to imports into Canada from Great Britain from 25 per cent. to 33⅓ per cent. to go into operation on the 1st of Jnly of this year, is arousing no little opposition from a number of Canadian manufacturers, more particularly those engaged in woollen and cotton industries. These manufacturers claim that their business will be crippled by this extra preference, and they have already made strong representations to the Government regarding this proposed change. Three things are quite evident to any person who has studied the question of Canadian national prosperity, viz.: (1) that manufactories are a necessity if Canada is to make any rapid strides as a country; (2) that they can only be built up by a protective tariff, and (3) that in order to keep them here they must have a tariff high enough to protect them against foreign goods, whether such be made either within or without the British Empire. It is nonsense to say that our industries having got a start under protection, they should now either be able to get along under a revenue tariff or go out of business. The cotton and woollen men say that they simply can't exist under the new conditions in regard to British competition and that if it is persisted in, it will mean ruin to many of them. This we are sure that the Government do not want to bring about, while at the same time they are anxious to reduce the protective duty to the very lowest notch at which the manufacturers can get along. In our opinion what the Government should do is to try to build up an increased trade with Great Britain not at the expense of Canadian, but American manufacturers. In order to do this, the tariff generally should be raised up to the level of the McKinley tariff or thereabouts, and then give manufactures from the workshops of Great Britain a reasonable preference, (say 25 per cent.) without any *quid-pro-quo*, but simply out of gratitude and love to the Old Land from which we sprang, and to which we are attached by the strongest ties. Beyond this, we think any further preference should be paid for by Great Britain by allowing us preferential rates on our breadstuffs and other natural products, and our Goverment should endeavor to bring this reciprocal trade about as speedily as possible They should also endeavor to negotiate reciprocal, preferential treaties with every part of the British Empire with which such can be made to our mutual advantage. In any case, however, the *minimum* tariff on goods imported, whether from Great Britain or any part of the British Empire, should be high enough to afford *adequate* protection to Canadian manufacturing industries. We were in hopes that as the country was fairly prosperous, the Government would leave the tariff alone, for although it was not considered high enough by many manufacturers in certain lines, so long as times were prosperous in Canada and the United States they could get along with it, and they did not care to make any kick until there was some real reason. However, the Government in its wisdom has seen fit to reduce the duty considerably (by 8¾ per cent.) as against goods manufactured in Great Britain, and this will not only produce dissatifaction in the near future, but will accentuate it should times get dull either in Canada or the United States. We are sorry that this question of *adequate* protection to Canadian industries which we thought had been practically settled to the satisfaction of both parties should be thrown into the political arena again, but it has apparently been done, and we shall doubtless have the same old discussions over again as before. We are sorry for it.

RECUTTING OLD FILES.—Do not throw away the old files. They may be rendered useful again by the following process: First boil the old files in a potash bath, brush them with a hard brush and wipe off well. Next plunge them for half a minute into nitric acid, and pass them over a cloth stretched tightly on a flat piece of wood. The effect will be that the acid remains in the grooves and will take the steel without attacking the top, which has been wiped dry. The operation may be repeated according to the depth one desires to obtain. Before using the files thus treated they should be rinsed in water and dried.

TO PRODUCE DRYING OILS.—To render oils for varnishes, paintings, etc., dry, one of the most economical means is to boil them with shot or to leave them for some time in contact with shot or else to boil them with litharge. Another method consists in boiling the oils with equal parts of lead, tin and sulphate of zinc in the ratio of 1-10 part (weight) of the united metals to 1 part of oil to be treated. These metals must be granulated, which is easily accomplished by melting them separately and putting them in cold water. They will be found at the bottom of the water in the shape of small balls. It is in this manner, by the way, that shot is produced.

LITERARY NOTICES.

JOAN OF THE SWORD HAND, by S. R. Crockett, with fifteen full page illustrations. A captivating romance of the fifteenth century. "Joan of the Sword Hand" is a charming young princess, who is none the less charming for her ability to defend herself and her kingdom when the necessity arises (as it does more than once) by her dexterous use of the sword. Especially does this accomplishment serve her in good stead when, secretly and in disguise, she visits the court of the royal suitor who has been chosen for her, determined that unless her heart sanction it, the marriage shall never take place. As might be expected the adventurous Princess Joan falls in love with some one else, and her adventures thereafter are many and exciting. Mr. Crockett has never done better work than in "Joan of the Sword Hand." Joan is a noble woman, full of daring and high-spirited independence worthy of a later century. The following extract is a key to her character throughout: "Ladies," flashed Joan—"I am sick for ever of hearing that a lady must not do this or that, go here or there, because of her so fragile reputation. She may do needlework or embroider altar-cloths, but she must not shoot with a pistolet or play with a sword. Well, I am a lady; let him counter it who durst. And I cannot broider altar-cloths, and I will not try; but I can shoot with any man at the flying mark. She must have a care for her honor, which (poor feckless wretch!) will be smirched if she speaks to any as a man speaks to his fellows. Faith! For me I would rather die than have such an egg-shell reputation. I can care for mine own. I need none to take up my quarrel. If any have a word to say upon the repute of Joan of the Sword Hand—why let him say it at the point of her rapier." Price of book, paper 75c., cloth $1.25. Published by the Copp, Clark Company, Limited, Toronto.

THE BIOGRAPHY OF A GRIZZLY.—Mr. Ernest Seton-Thompson, author of "Wild Animals I Have Known," has given us another unique book, "The Biography of a Grizzly." The writer is a master in the lore of wild-wood animals, and so well interprets their obscure language that you feel they possess every human emotion. In reading his biography you grow to love that great gray grizzly, Wahb, whose life-story is so affectionately and faithfully told by Mr. Thompson, from that unhappy night,—the first after Mother Grizzly's death, when, as a lonely little cub, he crawled into a hollow log, and tried to dream her warm arms of fur were still about him, and "snuffled himself to sleep,"—until at the end of life he bravely turned aside into Death Gulch, where on the "rocky herbless floor" he lay gently down and passed into a possibly dreamless sleep.

Some bits of wisdom from the Biography:—

"Any creature whose strength puts him beyond danger of open attack, is apt to lose in cunning."

"The All-mother never fails to offer to her own, twin cups, one gall and one of balm. Little or much they may drink, but equally of both. The mountain that is easy to descend must soon be climbed again."

"The smell of food will draw a hungry creature, but disgust a gorged one. We don't know why, and all that we can learn is that the desire springs from a need of the body."

"The long strain of waiting begot anxiety, that grew to be apprehension, which, with the sapping of his strength, was breaking down his courage, as it always must, when courage is founded on muscular force."

The book is handsomely bound, a veritable portfolio of art, every page cleverly illustrated by the author with humorous or pathetic suggestions. The Copp, Clark Co., Limited, Toronto, are the publishers.

UPWARD OF FIFTY writers and artists contribute to the May *Ladies' Home Journal*, consequently variety is combined with excellence throughout its pages. Rudyard Kipling drolly tells of "The Beginning of the Armadillos." Mary B. Mullett writes of "The Real Thrums of Barrie," Clifford Howard, of "The Flower that Set a Nation Mad," Mabel Percy Heskell, of "A Famous Boston Belle," and the Rev. Cyrus Townsend Brady continues his experiences as "A Missionary in the Great West." Ian Maclaren's article answers the query "Is the Minister an Idler?" and Edward Bok writes of early marriage and of domestic science in the schools. Two pages of pictures, "Through Picturesque America"—the second of a series—reveal the beauties of our country's scenery. The drawings "The American Girl on the Farm," by H. C. Christy, and "The Minister at Tea," by A. B. Frost, worthily fill a page each. Fashions for women and for girl graduates, cooking, and in fact every phase of home making, from the "Etiquette of Dances and Balls" to "How to Treat and Keep a Servant," are included in the May Journal. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.



TO RENDER CORKS IMPERMEABLE.—Dissolve caoutchouc by chloroform and dip the corks in it cold. Afterwards dry in the air, which allows the chloroform to evaporate. Then the corks will be as impermeable to acids as alcohol.

IMITATION OF AMBER.—Melt carefully together pine resin, one; lacca in tabulis, two; white colophony.

VARNISH FOR OXIDIZED SILVER.—Alcohol (95 per cent.), 16 parts; red arsenic, three parts; essence of lavender, one part.

VARNISH FOR METALS.—Copal, 250 grammes; linseed oil varnish, 500 grammes; essence of turpentine, 500 grammes. Apply hot in several coats, and after cooling wash with hot water, then with cold water. The varnish is applied only to large pieces of iron or castings.

TO GIVE BRASS A GOLDEN COLOR, it is dipped, until the desired shade is obtained, into a solution of about 80° C., produced as follows: Boil four parts of caustic soda, four parts of milk sugar and 100 parts of water for 15 minutes; next add four parts of blue vitriol, dissolved in as little water as possible.

HARDENING OF PLASTER FOR CASTS.—The casts, models, etc., of plaster have the great defect of being fragile. Here is a means of rendering them resistive: Instead of employing the plaster alone, take six parts of plaster and one part of fat slacked lime, reduced to a fine powder and well sifted. Use it like ordinary plaster. When the articles are dry dip them into a solution of sulphate of zinc. The plaster pieces prepared in this manner will be very hard and infrangible.

ECONOMICAL NICKELING SMALL OBJECTS.—To nickel plate small articles such as pins, étuis, penholders, crayons, etc.; in an economic and durable manner, without a battery, place the objects first in a solution of potash for two to three minutes, then remove them and pass them through clear water; next place them in a bath composed of 50 grammes of sulphuric acid per liter of distilled water. Move them about well in this bath for 10 minutes, then add to the bath: Chloride of sodium, seven grammes per liter of water; corrosive sublimate, 11 grammes per liter of water; sulphate of nickel, one gramme per liter of water. Agitate again for five to six minutes and pass through clear water. On the other hand, prepare another bath as follows: Distilled water, one liter; cream of tartar, one gramme; metallic tin, 150 grammes. Boil for three hours, and after that put the objects which have undergone the first operation into this bath. Let them boil for two hours, next rinse and dry in sawdust. Not only will the articles be durably nickeled, but they will also be covered with a double and very adhesive white metallic coating. The first bath must be prepared in an iron vessel; the second is a tinned copper one.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A FIRST-CLASS watchmaker, one who has taken a course in Optics. Apply 82 Sparks Street, Ottawa. A. McMillan.

FOR SALE.—Small stock of watches, clocks and jewelry, all in A1 condition, and bought before the raise in prices. W. H. Parker, Jeweler, Ailsa Craig, Ont.

FOR SALE—An engraving machine with table, in good order. Will sell cheap or will trade on a regulator. For further particulars apply to W. A. Clark, Guelph, Ont.

FOR SALE.—Jeweler's rolls, $30.00, cost $60.00. Polishing lathe, $15.00, cost $35.00. The above are nearly new and in first-class order. Davis Bros., 60 Yonge St., Toronto.

FOR SALE.—A lucrative watch and jewelry repairing business, including small stock of jewelry, shop fixtures, safe, etc., situate on a leading business street in Toronto, for sale. Good paying trade being done and is on the increase. Owner will be pleased to give full particulars. Address G.C., care P. W. Ellis & Co.

GOOD JEWELRY AND OPTICAL BUSINESS FOR SALE in lively Ontario town of 1100, splendid repair and retail trade; good reasons for selling. Address, box 307, Thamesville.

I HAVE FOR SALE a few cameos, large, medium and small sizes, oval and square shapes, suitable for belt buckles, scarf-pins, etc. Can you use them? Also genuine copy of Raphael's masterpiece, "The Massacre of the Innocents." M. H. Saunders, 449 Notre Dame Ave., Winnipeg, Man.

JEWELRY Business for sale, manufacturing town, large repair trade, turned over last year three thousand dollars. This business must be sold at once, this is a snap for a young man with a few hundred dollars, move quick. Address, Geo. W. Reid, 60 Yonge St., Toronto, Ont.

ONE OF THE BEST jewelry and watchmaking businesses in Toronto, taking in up to $1,400.00 monthly at full profits. Handsome cherry wall and counter cases, and burglar safe. Stock staple and well bought, will be reduced to suit. Rent, $23. Trial allowed if requested. Reason for selling, bad health. Will allow intending purchaser to stand behind counter and prove business done. Apply 186 Queen Street West, Toronto.

SITUATION WANTED, by a young man, age 23, strictly temperate, I have had seven years' experience at ordinary watch, clock and jewelry repairing, would like to improve on fine watch repairing or jewelry. W. & J., care box 961, Belleville.

SITUATION WANTED by young man twenty years of age, with four years' experience at watches, clocks and jewelry repairing. I have my own tools, including Rivet lathe. Can furnish references as to character and ability. Address, The Jeweler, Box 7, Thedford, Ont.

WATCHMAKER WANTED.—Exceptional opening for a young man to improve under a first-class workman. A. H. Baker, Hamilton.

WANTED.—An experienced watch repairer, must be first-class, to take charge of watch department. Only an experienced first-class man need apply. Apply to E. Davidson, Hamilton.

WANTED.—Reliable watchmaker and engraver to go to Nova Scotia. Good position for right man. Apply to The T. H. Lee & Son Co., Limited., Toronto.

WANTED.—A good all-round jeweler and fine engraver. Must be competent in both branches. Send sample of engraving. F. W. Spangenberg, Kingston, Ont.

WATCHMAKER wanted, must be good salesman and be able to do ordinary jewelry jobs; preference given to one who can give security and prove strict honesty and ability. 186 Queen St. West., Toronto.

WATCHMAKER WANTED to take charge of bench work. A man who can do plain engraving preferred. Send recommends and state age, experience, and salary expected. A. C. Skinner, Sherbrooke, Que.

WANTED.—A young man wanted, unmarried, who has served his time with a competent watchmaker, also having some idea about repairing jewelry. Must have his own tools and an American lathe. Apply to Herman Urstadt, Waterloo, Ont.

WANTED.—A young man of three or four years' experience at watches, clocks and jewelry repairing. Man having the knowledge of optics preferred. Must also be a good salesman. First-class references required. Apply stating wages expected. J. E. Nettleton, Penetang, Ont.

WANTED AT ONCE.—A bright, honest, industrious young man, with from two to five years' experience in watch, clock and jewelry repairs. Send references and photo and state experience and wages wanted in first letter. None but a genuine mechanical young man need apply. Address, "Watchmaker," care of D. Wilson, 71 Yonge Street, Toronto.

If you want

Every Jeweler in Canada

to know the merits of your goods

advertise in The Trader.

THE LEDOS MANUFACTURING CO.,

34 and 36 Pearl St., NEWARK, N.J., U.S.A.

Manufacturers of

Watch Case Materials and Jewelers' Findings,
Crowns, Pendants, Bows,
Solders, Fine Enamels, etc.

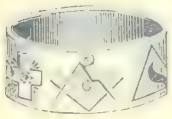
SLEEVE TIPS.



NO MORE BREAKING OF SLEEVES IF YOU USE THESE CELEBRATED SLEEVE TIPS.

ASK YOUR JOBBER FOR OUR GOODS. For 18s, 16s, 12s, 6s, 0s Sizes

J. H. JACKSON & CO.



Jewelry Engraving and Enameling in all branches

Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and Ornamental Work.

Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.



9½ Adelaide Street East, TORONTO.

IF IT'S GOOD,



A little cement is a mighty handy thing to have on the bench, provided it is good, and up to the present

Liquid Amber

is the best thing of the kind known.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glassware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.

Estimates furnished for Tower Clocks.

Jewelers' Security Alliance of Canada.

President:
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Treasurer:
BEN. CHAPMAN, Toronto.

1900 FEE FOR NEW MEMBERS $2.00.

SEND IN YOUR APPLICATION AT ONCE.
ED. BEETON, Secretary,
47 Adelaide Street East, TORONTO.

MONEY SAVED by sending your orders for Watch Materials and Tools to

ALBERT KLEISER, 67 Yonge Street, TORONTO.

	Per Doz.	Per Grs.
American Hands	$.20	$ 2.00
American Secondhands	.05	.60
Swiss Hairsprings	.10	1.00
Mi-Concave Glasses		1.50
Geneva Glasses		1.50
High or Flat Lunettes ¼ size		.75
Imitation W. W. Lathes complete with 10 chucks.	Each 21 00	

Prices of a few things you use most:

American made Balance Staffs for Elg. 18, 16, 6, 0 size,.....Gray finish, per doz. 80c.; polished, per doz. $1 00
American made Balance Staffs for Walt. 18, 16, 6, 0, 14 size Bond St. " " 80c. " " 1 00
Imitation made Staffs for American Watches..... " 50
Jewels for all sizes American Watches. Garnet..... " 50
" " " " Sapphire..... " 75
Unset " " " Garnet.....per grs. 3 50
" " " " Sapphire..... " 6 00
Swiss Balance Jewels. Per grs....$1.00 $1.50 $2.00
Ruby Pins, American assorted or separate sizes.....Per doz. 15c. Per grs. $1.50
See March TRADER for "Special" Genuine Waltham "A. K." Mainsprings, per doz. 75c.
Imitation Mainsprings for American Watches, " " 50c.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over and on orders for the North-west and Lower Provinces, amounting to ten dollars or over.

Send orders direct as I do not send out travellers.

THE TRADER

WONDERFUL WEAR

OF

Jas. Boss Gold Filled Cases.

Samples of Letters daily received by the Makers.

WORN FOR 24 YEARS AND STILL LOOKS WELL.

Atlantic, Ia., April 7, 1900.

The Keystone Watch Case Co.,
Philadelphia, Pa.

Gentlemen:

A doctor friend of mine came into my store recently and showed me a Jas. Boss Case that he had been wearing for 24 years this spring, and it don't look much the worse for wear. This speaks well for the Boss Case, and, of course, neither the doctor nor his friends would have any other.

Truly yours,
G. T. MARSH.

WORN FOR 18 YEARS— GOOD FOR 20 YEARS LONGER.!

Detroit, Mich., March 10, 1900.

The Keystone Watch Case Co.,
Philadelphia, Pa.

Gentlemen:

In the fall of 1882, I purchased one of your "Boss" filled cases, of Fred. Mungin, a jeweler at Oswego, N. Y. Through a controversy, that arose recently between myself and some other parties, I was surprised to find that I had been carrying the watch very nearly eighteen years. The case being in such good condition, the idea occurred to me to advise you regarding it.

The case was guaranteed to the writer by Mr. Mungin at the time the purchase was made, for twenty years. I take pleasure in informing you that from the appearance it is good for twenty years longer.

Very truly yours,
J. F. WILLIAMS.

I am sole Agent in Canada for these Cases.
The latest styles now ready for trade inspection.

HEADQUARTERS for everything the Jeweler needs in his business. Elgin and Waltham Movements. Diamond Goods. Clocks. Silver Novelties. Cut Glass. Gold and Plated Jewelry. Toilet Ware. Leather Goods. Umbrellas. Canes. Music Boxes, etc.

NOTE:—Look out for Sir Wm. Pitt Photographic Specialties.

JAMES A. PITTS,

ROOMS 222, 224, 226,
TEMPLE BUILDING,

MONTREAL.

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

AND

Manufacturers' Agents.

Selling Agents for Ansonia Clock Company,
NEW YORK.
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Roden Bros., Sterling Silver,
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Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.



Watch your Watch Stock

AND WHEN YOU ORDER GOLD FILLED CASES
ASK FOR

WADSWORTH

THE
T. H. LEE & SON CO.
LIMITED.
WATCHES,
DIAMONDS AND JEWELRY.
ROYAL INSURANCE BUILDINGS,
1 Wellington St. East, TORONTO.

SOLID GOLD ORNAMENTATION.

Factory and General Offices, Newport, Ky. New York Offices, 11 John St
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14k.



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0 and 6 Size.



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12 Size.



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16 and 18 Size.



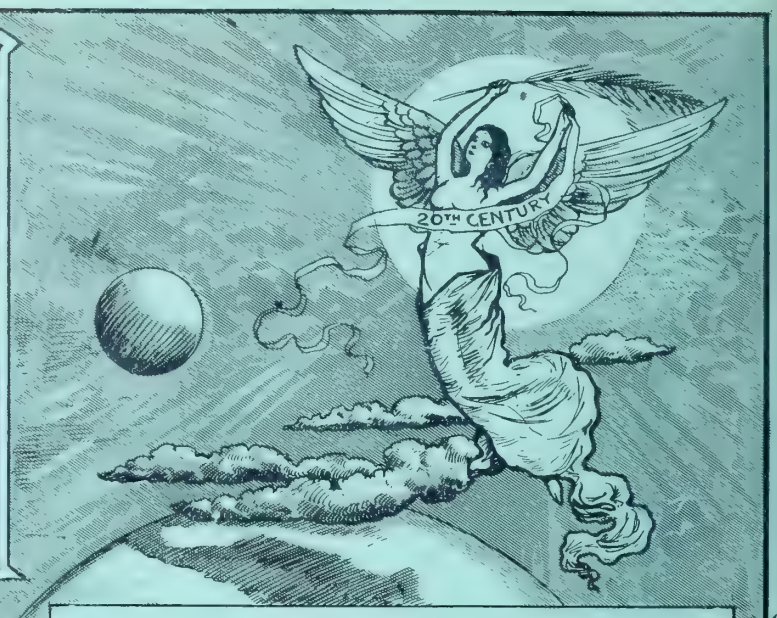
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THE MOST ATTRACTIVE AND BEST SELLING GOODS YOU CAN HANDLE.
ELECTROTYPES FOR ADVERTISING PURPOSES FURNISHED ON APPLICATION.

The T. H. LEE & SON CO., Limited,

1 WELLINGTON STREET EAST,
TORONTO.

20TH CENTURY JEWELERS' HERALD





We
ask
you to look
in the pages of the

20th Century Jewelers' Herald

for April-May, 1900.

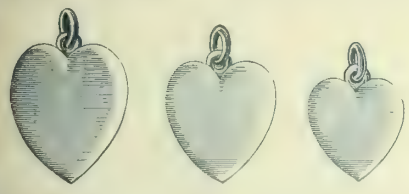
This Journal is published in your interest fully as much as in that of its publishers.

P. W. ELLIS & CO. TORONTO.

JUNE SPECIALS.

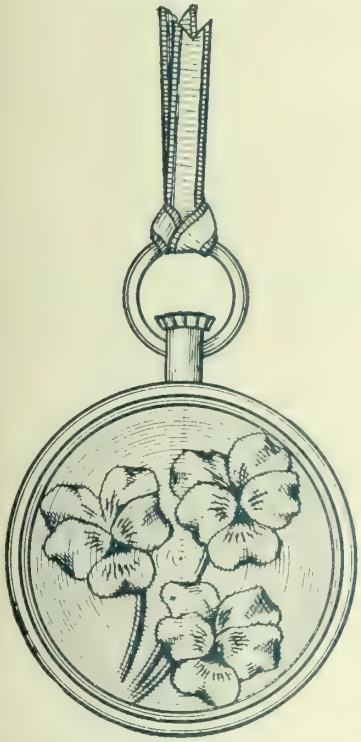
Good Substantial Goods Made to Last.

HERE THEY ARE. STERLING SILVER.



Our Regular $3 Heart. Special $2.50 per doz., Trader List.

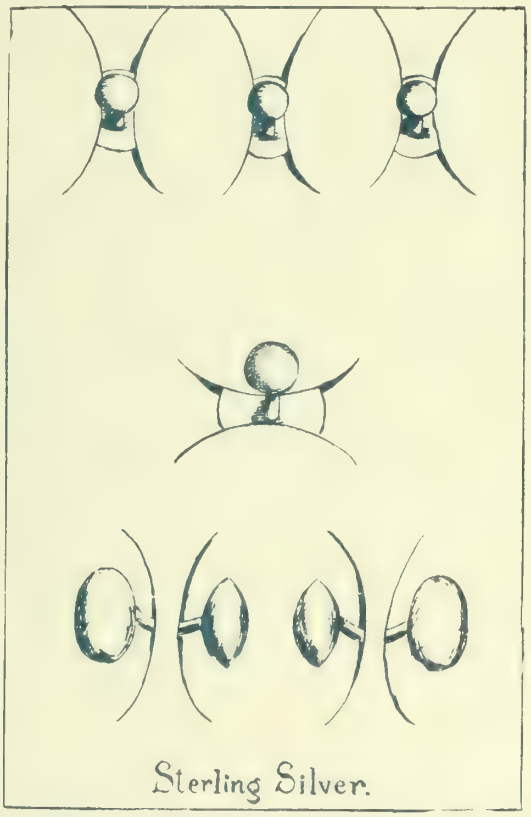
STERLING SILVER.



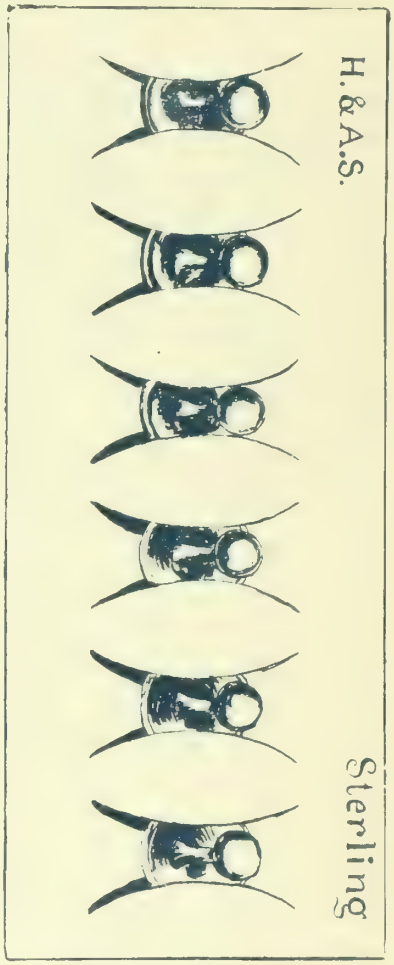
Regular $16.80. Special $8.40 per doz., Trader List.



Sterling Silver, Extra Heavy.
Our Regular $9.60 Links. Special $7.20 per doz., Trader List.



Our Regular $9.60 set. Special $7.20 per doz., Trader List.



Our Unbreakable Collar Button Guaranteed.

Regular $4.20. Special $3.60 per doz., Trader List.

Above prices being SPECIAL net 30 days, orders will be filled till Stock runs out ONLY.

H. & A. SAUNDERS,

Factory : 20 & 22 Adelaide St. Toronto, Can.

The Pioneer Jewelers.



Removal...

We desire to notify the trade that we have removed to our new factory at

67 Adelaide St. West.

Here, with every facility for manufacturing known to the trade, we expect to be able to meet the demands of our customers with promptness and efficiency.

Our styles will be the newest and our prices, as usual, as low as any.

When you are in the city call and see us, as it will afford us pleasure to show you through the model jewel factory of Canada, as ours undoubtedly is.

Remember our new address is

67 Adelaide Street West, Toronto.

SAUNDERS, LORIE & CO.,

MANUFACTURERS OF

FINE GOLD AND SILVER JEWELRY.

The Trader & Canadian Jeweler.

TORONTO, ONT., JUNE, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.

EDITORIAL

THE OTTAWA-HULL FIRE.

THE awful conflagration which last month swept over the Town of Hull and then, crossing the Ottawa River, attacked the Capital City, is without doubt the most disastrous fire in the history of the Dominion of Canada as well as one of the greatest of modern times.

It is said that 8 persons either perished in or by the effect of the flames; 3,000 families were rendered homeless; 5,000 persons thrown out of employment; and the total loss of property is estimated to be close upon $18,000,000. The insurance upon this immense amount of destroyed property is said to be considerably less than one-half of the loss, and in a great many cases the conflagration will bring absolute ruin to the sufferers whose savings of a life-time were in a few moments swept entirely away.

We are glad to say that the cry of the distressed and homeless people evoked a spontaneous outburst from philantrophic hearts all over the Anglo-Saxon speaking world, and up to the time at which we write no less than $829,426 has been subscribed to the Ottawa-Hull fire relief fund. In addition to this, immense stores of clothing and other articles of necessity have been forwarded to the relief committee and distributed amongst those who needed it.

Perhaps the worst feature of this fire from a commercial standpoint was the destruction of the great paper and saw mills, match and other factories which were located in Hull and furnished employment to the bulk of the people whose houses were destroyed. Although the majority of these manufacturers have signified their intention of rebuilding their works as soon as possible, this will nevertheless take a considerable time to accomplish, and in the meantime a great many skilled employees, who are unable to do hard manual labor, will be practically without employment. It may be taken for granted, however, that the employers will do their utmost to make this suffering fall as lightly as possible upon all of the employees whose services they desire to keep.

While the people of Hull and Ottawa have had the hearty sympathy and support of their fellow-countrymen in their great disaster, it is to be hoped they will lay the lesson to heart, and when they are rebuilding see to it that the burned districts are not again covered by wooden fire traps such as they originally were. Personally, we can say that we have always looked for just such a disaster at Hull, for it was essentially a wooden and saw mill town, and once a fire got a fair headway the whole place was bound to go provided the wind was strong and in the proper quarter. This is just what happened. Once the fire got under way, it simply cleaned out everything in its path and nothing could stay it until it had burned itself out. We trust that the people of Ottawa and Hull, with this terrible lesson before their eyes, will take such precautions as will make the repetition of such a conflagration impossible.

Where so many places of business were destroyed, as was to have been expected, there were jewelers amongst the sufferers. At least three of the Hull jewelers lost their all, viz.: A. Cauture, W. F. Graul, E. Pommier, and also Miss Seguin, who did quite a business in jewelers' sundries and such like goods. We understand that although these firms were partially insured, still their loss will be heavy, and they are deserving of the sympathy of the trade generally. It may be also said that the sympathy of the Canadian jewelry trade was not confined to words only, for a great many of them contributed small sums to the relief fund raised in their own town or city, while others with perhaps more to spare gave direct and in their own name. However this was done, it only went to show that the sufferings of those homeless ones had touched a tender chord in the people at large, and that they were willing and ready to subscribe all the money that the necessities of the case demanded.

The only pleasant feature of this deplorable calamity was the spontaneous response from the other great colonies; Australia, New Zealand and Cape Colony; not to say anything about the magnificent sum sent from the Mother Country itself, all of which things indicate that mutual dangers and mutual interests are drawing the Empire closer year after year. The share that every part of the Empire is to-day bearing of the war in South Africa has not only drawn in the Mother Country and the colonies more closely together, but has set them all enquiring as to what manner of people these fellow-subjects are and how closer acquaintance in trade and every other way

can be cultivated. We know more about each other than formerly, we have now something in common which we never had before, and one evidence of this is the splendid contribution from every part of the Empire to the sufferers by the Ottawa-Hull fire.

A CANADIAN MINT.

LAST month a small discussion was raised in the Dominion Parliament on account of an enquiry by Lieut.-Col. Prior, M.P. of British Columbia, regarding the establishment of a Canadian mint. The Hon. Mr. Fielding, Minister of Finance, in reply to the question as to whether negotiations were now being carried on with the British Government regarding this matter, stated that while the question had for some time engaged the attention of the Government, yet no official communications had recently been held with the Imperial Government. It was not clear to his mind that a mint similar to the Australian mint would meet the needs of Canada. The Australian sovereign was equal in value to the British sovereign, but the fact that our $5 piece was of a slightly different value created a considerable difficulty. He was under the impression that, while many bankers in Canada were in favor of a mint, still the majority were opposed to it. The matter was still engaging the attention of the Government, but he was not just then in a position to make any definite statement.

In speaking on this question Mr. Prior stated that there was a strong feeling all over Canada, and more especially in British Columbia, for the establishment of a Canadian mint. A large quantity of gold and silver bullion mined in this Dominion was annually going to the United States Government mint at San Francisco, the result being that not only was it mined into American instead of Canadian coins, but that American workmen got the benefit of the labor expended upon it, and a large amount of supplies were purchased with the money which trade should naturally be bought in Canada.

In our opinion there is much force in Col. Prior's contentions. Apart from the benefits which he enumerates, it is patent to many thinking people that the time has now come when this country should have a national coinage of its own instead of being dependent upon, not the Mother Country whose coinage is different from ours and cannot therefore be used here to advantage, but that of the United States, a foreign country in every sense of the word.

It is humilating for Canada to have to be dependent upon the United States, or any other country for that matter, for the gold coinage that we use in our business, and all the more so when we produce the bullion itself from our own mines, and we can mint it just as cheaply and as well as it can be done elsewhere.

One of the very best advertisements that Canada could have, would be her own gold coinage going all over the civilized world and passing current amongst them at its face value. Our Government which is always looking out for some means of bringing the country before the eyes of the world, should not neglect the chance that lies before them in this direction.

In addition to the foregoing reasons there are those others which more particularly affect the jewelry trade than any other. If a Canadian mint were founded by the Government, it would be very easy to establish assay offices at the principal manufacturing centres throughout the Dominion, say in Toronto, Montreal, Halifax and perhaps Winnipeg, which would not only prove of great service to the jewelry trade, but to the public generally. These assay offices would not entail a very great deal of expense on the country; as a matter of fact the fees they took in for assays of all kinds would go a long way towards paying the expense, and it is probable that eventually they would become practically self-supporting. We are satisfied that even now in British Columbia and Ontario, owing to the large number of mining assays that have to be made, such offices would almost pay their own way. To the jewelry trade they would be invaluable.

Let us have a Canadian mint and assay offices as soon as possible say we.

A SPLENDID EXAMPLE.

THE letter of Mr. A. B. Kleiser, on another page of the present issue, giving an account of the disastrous fire at Sandon, B.C., which occurred last month, gives an example of the indomitable energy and push which characterizes the people of our western country, and which in the near future will make the Province of British Columbia second to none in the Dominion.

As will be seen from this account the fire made almost a clean sweep of one of the smartest little towns in Canada, only one business place being left to show where it stood.

In spite of this terrible calamity, however, the people got to work at once, and laid their plans for rebuilding on a much better scale than formerly. As will be seen, our jewelers were not by any means the slowest in the lot, and their pluck and energy is to be heartily commended.

The loss by the great Ottawa-Hull fire has been so great that our people are almost apt to overlook the Sandon fire and remember that in proportion to the size of the places, it was by far the more disastrous fire of the two. Now that the Ottawa-Hull sufferers have been so liberally provided for, we trust that the stream of public generosity will turn towards plucky little Sandon, a baby town in years, but having the grit and energy equal to any place in our wide Dominion.

To our fellow-craftsmen we would say if you can spare any more money, let the Sandon sufferers have it. They have not asked anything, but they deserve it all the more for bearing their losses so philosophically and with so little complaint.

ST. JOSEPH, MO., May 10.—Samuel J. Phillips, for years a trusted salesman of R. U. Hendrick, jeweler, was arrested this afternoon on suspicion of having systematically robbed his employers. Gold and precious stones valued at several hundred dollars were found upon Phillips when he was searched at police headquarters. The man was arrested on information received by the police from his wife. The disclosures she made to the officers were, it is said, in revenge for the ill treatment by Phillips of the woman's son, Alfred Redine.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

THE SANDON FIRE.

Editor TRADER :

SIR,—I have just left Sandon, and thought probably you would like to hear of our friends there. Having finished my business there a week ago, I just made the trip to-day to see the ruins. The fire indeed made a clean sweep of it, as there is only one business place left.

The jewelers, having saved most of their stock and tools, were ready for business the morning after the fire. Mr. Melvin mourns the loss of his favorite dog, which was burned. He is settled for the present in a tent, with two blankets, and work piling in, people on the street to-day handing him watches to fix up.

Mr. Grimmett is more fortunate and to be envied, as he is very comfortably located in a neat little hen house. With all the watch work coming in and attending to his new building, he, too, is a busy man. Although when I left there at one o'clock to-day, they had not started on his building, he expects it will be finished to-night, and he will move into it to-morrow, and, by the way other buildings are going up, I guess he will.

With the mines all working and so much building going on, Sandon will be a livelier and prettier town than ever. They also intend making the street sixty feet wide instead of about twelve.

A. B. KLEISER.

Kaslo, B.C., May 8th.

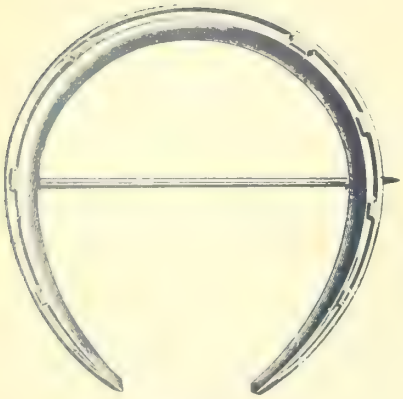
OUR MONTREAL LETTER.

(From Our Special Correspondent.)

So far as the war is concerned, things are coming our way with a rush, and the inevitable end appears to be very near. In less than a fortnight came news of the wonderful march of Lord Roberts from Bloemfontein to Kroonstad, the flight of the Boers to the Vaal river, the capture by General Hutton of three Boer generals in one day, the occupation of Newcastle and Dundee by General Buller, and the flight of the Boers even beyond Laing's Nek, and last, but by no means least, there came the news of the relief of Mafeking. When this news reached London and the Provinces, the scenes of enthusiasm were unprecedented, exceeding those following the relief of Ladysmith, and the gallant little band of defenders deserved all the praise which it received. The Boers could have taken the place without doubt, if they had been prepared to pay the penalty, but this they were never willing to do, and, as Baden-Powell told them, "You can't take Mafeking by sitting down and looking at it," or words to that effect. No, the Boers are good fighters when they can sneak behind a rock and have plenty of room to run away when danger threatens, but of real personal courage they appear to have a very small quantity. They have failed in all their seiges and in everything they hoped to attain, in spite of the fact that the earlier advantages were all upon their side. They invaded British territory and annexed it, burning and pilfering like a lot of brigands, and treating the loyal British farmers who happened to fall into their clutches with the brutality of savages. They were boastful and vain-glorious while they thought they were "on top," but now they recognize that they are getting a good licking, they whine and cant and lie, and are doing their best to set other nations against the British Empire, so that they may escape the penalty of their misdeeds. It is of no use, however. The Boer delegates got precious little encouragement in Europe, and they will get no tangible support in the United States, although some of the citizens, either vicious or misguided, will attend their meetings and shout themselves black in the face. Great Britain has been America's best friend, and the best Americans, such as Mahan and Choate and Dewey, know it, and tell their countrymen that they know it, and while this is so, the enmity of the Tammany boodle crowd and such like vermin may safely be despised. There is one sure thing, that no terms other than absolute and unqualified surrender will be made with the enemy. England has erred towards the Boers in the past by showing them kindnesses they were not great enough to appreciate. The lesson has been well learned now though, and much ignorance, corruption, and oppression will soon be swept away. We are going to do now what ought to have been done twenty years ago, and we are going to do it thoroughly. Kruger and Steyn's milk is spilt for keeps, and all the crying in the world won't bring it back again. The British Empire suffered a good many humiliations at the beginning of this war and the bill for the same must be collected to the full. It is a habit of the British peoples to forgive very quickly, and this is an estimable quality no doubt, but too much forgiveness in the present case would be labelled weakness and fear, and must not be indulged in. We must have our full pound of flesh.

After being kept some time at the Montreal gaol for the purpose of giving information concerning his insolvent estate, James Baxter early in May was deported to the penitentiary of St. Vincent de Paul, where he is now said to be very sick and in the hospital. Messrs. John Hyde and J. O. Dupuis have been appointed curators of the estate.

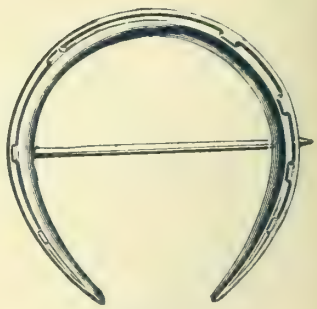
An interesting lecture was recently delivered before the members of St. George's Y.M.C A. by Mr. R. A. Dickson, his subject being "A business man's trip through Europe." The lecturer discoursed upon the ways of living and the habits of European workmen, and was accorded a cordial vote of thanks for his address. Mr. Dickson also has presented a silver



No. 671.



No. 670.



No. 669.



No. 673.

HORSE SHOE BROOCHES.

THE LATEST POPULAR NOVELTY
MADE IN

STERLING SILVER

AND

STERLING SILVER GILT.



No. 672.

STERLING SILVER HEART BANGLES.



1799.
PLAIN.



1798.
EMBOSSED.



1792.
ENAMELED.
Green.



1793.
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Autumn Tints.



1813.
ENAMELED.



1812.
ENAMELED.



1794.
ENAMELED.

MEDALS AT ALL PRICES.



REGISTERED

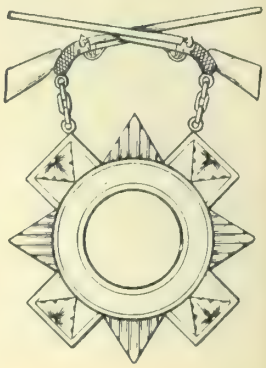


TRADE MARK

Geo. H. Lees & Co.,

JEWELRY MANUFACTURERS,

HAMILTON, ONT.



YOU ARE TO BE THE JUDGE.

BY saying that you are to be the judge, we do not intend to cast any reflection on our own ability. We believe that by our ten years of experience, and by the large and increasing quantity of OLD GOLD coming daily into our hands, we have become qualified to accurately test and value it, and further, we endeavor to conduct every transaction with the strictest honesty, NEVERTHELESS, you are to be the judge as to whether the amount offered is satisfactory to you. Immediately a consignment is received it is accurately tested, and a cheque or money order sent by first mail. If our offer is not fully satisfactory to you the parcel will be returned in the same condition as received. The goods remain yours until our offer is accepted, so that you run no risk of not getting full satisfaction.

No one could conduct this business on a more economical basis, for we are at NO EXPENSE (other than this advertisement), of soliciting consignments ,and by using the REFINED GOLD in our own factory we are at no expense in disposing of it. The profits after deducting the cost of refining are very slight, but we must buy gold in any event, and we are satisfied to make a percentage, however small.

Many jewelers have been continually sending their Old Gold to us ever since we began the refining business, and the number of patrons is constantly increasing. We have many complimentary replies from jewelers in every part of Canada, proving that we give satisfactory returns. It has paid them to send their Old Gold to us. Why not you?

WE PAY FOR OLD GOLD AS FOLLOWS, NET CASH:

6 K., 24 cents.	10 K., 40 cents.	14 K., 56 cents.	18 K., 72 cents.
7 K., 28 "	11 K., 44 "	15 K., 60 "	20 K., 80 "
8 K., 32 "	12 K., 48 "	16 K., 64 "	21 K., 84 "
9 K., 36 "	13 K., 52 "	17 K., 68 "	22 K., 88 "

TESTS FOR GOLD.

For testing 18k., take 2 oz. of chemically pure nitric acid and add 2 drops of muriatic acid. This will not affect 18k. but will leave a brown mark on 14k. C. P. nitric acid alone will not affect 14k. but will attack any lower quality, the effect being greater and leaving a darker mark the lower the quality.

Acids should be mixed frequently. Old acids lose their strength and cannot be relied upon.

TESTS FOR SILVER.

Water, 2 oz.; sulphuric acid, 2 drs.; powdered bichromate of potash, 4 dwt. A drop of this mixture placed on Sterling Silver will turn a bright blood red; on lower qualities a duller red. On no other metal will it turn this color.

With a little experimenting and experience any jeweler may become fairly expert in making these tests. Care should be taken to always scrape the spot to be tested as there may be plating on the surface, and also grease, which would not allow the acid to work.

Great care should be taken in buying cases as frequently the lids are of a good quality of gold while the body is of a low quality, and sometimes only plated.

GEO. H. LEES & CO.,

Gold Refiners, HAMILTON, ONT.

Every Jeweler

Should keep his valuables over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

J. & J. Taylor,

Toronto Safe Works,

Toronto.

trophy for the gymnastic competition of the Montreal Diocesan Theological College, and has presented a communion set to the same institution.

Mr. and Mrs. Alfred Eaves and family have removed from the Windsor Hotel, where they have been living during the fall and winter on account of Mrs. Eaves's ill-health, to their home in Westmount. The many friends of Mrs. Eaves will be glad to learn that her health has much improved.

The jewelry stores of Messrs. A. Couture, W. F. Groulx, and E. Pommier were wiped out in the Hull fire. Miss Seguin, dealer in fancy goods and jewelers' sundries, was also one of the sufferers.

Among the many generous contributors to the Ottawa and Hull conflagration were Messrs. I. L. Michaelson & Sons, Bramley & Robertson, and the Montreal Optical Co.

Mr. Jules O. Jacot has registered as proprietor of the jewelry firm of Emile Jacot, Quebec.

The trade of this district learned with much regret of the demise, on April 30, of the infant son of Mr. Lazare Leclerc, jeweler, Terrebonne, P.Q.

Messrs. Simpson, Hall, Miller & Co. have made a very handsome silver trophy for the Montreal Chess and Checker Club, which will be held by the champion of the next competition.

The poet assures us that "things are not what they seem," and this is no doubt true—more or less. In a recent instance it was quite true, too true, and more, much more, than less. The case referred to is reported from Victoria, B.C., where on May 4 a box arrived from England which was supposed to contain a wedding present of plate for Mrs. C. B. Innes, formerly Miss Wolfenden of that city. Upon the box being opened, however, it was found to contain a bushel of wheat, which cereal, although precious to the dough-puncher, nay, to him indispensible, could by no stretch of the imagination be called precious metal. Where the substitution took place cannot be discovered, and the detectives do not pretend even to have a clue. Therefore they are disconsolate, as clues are their chiefest comfort.

The Montreal Board of Trade has appointed a committee for the purpose of inducing tourists to visit Montreal, and it is to be hoped that something tangible will result. Last year a tourist association was formed, but for some reason nothing came of it, and now it appears to be defunct. Montrealers are certainly very short-sighted if they do not use every legitimate means to advertise the manifold beauties of our city, as very considerable sums of money are spent by the touring public. It is stated that Milwaukee has added millions of dollars to her resources by catering for conventions and the touring visitors, and this has been brought about by a business league, which spent only $6,500 each year for 1898 and 1899. Organizations of the same character have been formed in Cleveland, Cincinnati, Buffalo, St. Louis, and other large cities of the United States, and it is time that Montreal did something tangible in the same direction.

The outbreak of smallpox in the Windsor Hotel was a most unfortunate circumstance, as it will probably keep a good number of visitors away from the hotel and the city. The affair, however, has been very much exaggerated by the Montreal correspondents of some of the United States journals, the number of cases having been stretched in one instance from four to forty. It is a lamentable commentary upon a certain kind of human nature that these penny-a-liners should be willing to belie their own city and cause it an incalculable amount of harm for the sake of a few paltry dollars, and it is a pity that some way cannot be found to punish them as they deserve.

Henry Grant & Son, opticians, etc., have removed to new premises, 2172 St. Catherine Street, Montreal, four doors east of Phillips Square.

Among the out-of-town jewelers recently in the city were: Messrs. F. Millot, St. Barnabe; J. Lachapelle, Joliette; F. Spenard, Athabaskaville; G. P. Meunier, St. Johns; A. J. Bergeron, Three Rivers; Fred. Hitchins, Beauharnois, and Ed. Johnson, Buckingham.

Mr. Arthur Liffiton, whose father and elder brother are so well and favorably known in Montreal jewelry circles, has accepted a position with the Montreal Watch Case Co.

Messrs. Saunders, Lorie & Co., the well-known manufacturers of high-class jewelry, Toronto, have moved into handsome new premises at 67 Adelaide Street West.

Mr. C. H. A. Grant, Manager of the Montreal Watch Case Co., has left for a trip to Toronto and the west.

Mr. E C. Fitch, president of the American Waltham Watch Co., accompanied by his daughter and her maid, will arrive in Montreal to-morrow (D.V.) and will afterwards leave for Quebec, where they will take the steamer "Campana" for Gaspe. At Quebec they will be joined by Mr. Augustus Sloan, of the A. K Sloan Jewelry Co., and Mrs. Sloan and son and daughter, also by Mr. Hard, President of the Chatham Bank, and by Mr. Carroll, making up the regular party of four gentlemen who usually go for a month's salmon fishing each year on the Romaine River, coast of Labrador, leased by Mr. Fitch. The party lives on Mr. Fitch's yacht, also called the Romaine, after the river, during the trip, and the sport is generally of the very best. Miss Fitch and her companion will remain at Gaspe some time, as will also Mrs. Sloan and her son and daughter.

Mr John Eaves, of Edmund Eaves, jobber, and Mr. A. R. Harmon, of the Waltham Watch Co., have been a-fishing in the waters of the Laurentian mountains, where the speckled trout are so free from guile and so good natured that half a dozen struggle to be caught on one hook. As a consequence the piscatorial sports returned to the city suffering from overwork, and for several days afterwards speckled trout were three-a-penny in Montreal. Some of the fish landed were as big as "so-so," and one was actually as big as "that." These whoppers had lived a long while in the locality and ought to have known better, but it is popularly supposed that they paid a visit to the boat in the hope of being invited to a change of drink. Joking apart, the sport was good, the weather first-rate and the company of the best.

Mrs. A. R Harmon recently returned from Prout's Neck, Me., where she had been supervising the renovation of 'her cottage by the sea.' Mr. Harmon, who had been to Portland and Boston, accompanied Mrs. Harmon home. Mr.

THE TRADE

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

Harmon's visit to Boston was made for the purpose of increasing his supply of watch movements, but in this he was unsuccessful, as there were no more to be had. The Waltham Watch Co. is now turning over some 2,300 movements a day, but is still unable to catch up with orders.

Mr. Jacob Dover, jeweler, of Nelson, B.C., paid a visit to Montreal during the past month, accompanied by Mrs. Dover, and afterwards left for the United States markets, returning by way of Montreal and Toronto.

Mr. Geo. Ellis, of Messrs. P. W. Ellis & Co., made his usual business trip to Montreal recently and it is understood that he booked some good lines.

The many friends of Prof. McLeod, chief time superintendent of the Grand Trunk Railway service, will regret to learn of the death of one of his daughters.

Mr. Jas. A. Pitts, jobber, Montreal, was recently in Toronto and district, with his representative there, paying a visit to his many customers.

Mr. T. P. Bowen, representing Mr. Jas. Eastwood in Toronto, was in Montreal about the middle of May on business for the firm. By the by, Mr. Eastwood sent Mr. Harmon a most beautiful bouquet of sweet-smelling "Trailing Arbutus," which, it goes without saying, was much appreciated.

Mr. Walter J. Barr, vice-president and managing director of the Goldsmith Stock Co., was a recent guest at the Windsor Hotel, which is, indeed, the jewelers' house. Fortunately the genial Walter escaped being quarantined, which is said to be a most uncommonly tiresome experience. Mr. Alfred Eaves and family had fortunately just moved out of the hotel before the cases of smallpox occurred.

Mr. Joseph C. Barlow, bookkeeper to the Canadian branch of the American Waltham Watch Co., has taken a few days' holiday to recuperate after a heavy spell of work.

Mr. Chas. Bachley, the missionary representative of the American Watch Case Co., has been making an interesting tour through the Provinces. This firm is now showing a very pretty card with designs of diamond set filled cases, which show card will, we learn, be supplied to any retailer upon application.

It is stated that Messrs. J. and B. C. Silver, jobbers, are about to close out their buslness here and set up an establishment at Providence, R I. The Messrs. Silver were called upon, but they were "too busy just now" to either affirm or deny the statement.

Mr. T. A. Brady, of Messrs. Smith, Patterson & Co., who was taken sick during a recent trip in the North-West, has now recovered sufficiently to return to business.

Mr. Frank Ellis, of the James E. Ellis Co., Toronto, was a recent visitor to Montreal, and afterwards left to inspect some of the factories of Providence, Boston, and other United States cities. While in Massachusetts Mr. Ellis will pay a visit to the American Waltham Watch Co.'s factory.

Mr. Moise Schwob, formerly of Montreal, and now of Schwob Bros., New York, spent a week in our city during May, looking after his various interests here.

Some years ago, Mr. William Eaves trusted a retailer named Goldbloom with some goods that were never paid for. More recently Mrs. Goldbloom has set up in business under the style of Goldbloom & Co., and upon the stock Mr. Eaves made a seizure. This seizure was contested in the courts and Mr. Eaves won, but this decision has been reversed in the Superior Court, and Mr. Eaves has lost.

HOCHELAGA.

A REPLY TO OLD TIME WATCHMAKER.

Editor TRADER—*Sir:*

I noticed a letter by Old Time Watchmaker in your magazine in which two questions are asked which much interest me. To the first question, "Is the watchmaker of to-day a man who can creditably make and fit any part of any watch, or is he only a watch-cleaner?" I beg to say the good workman of to-day can, as in the past, make and fit any part to any watch, and more, he can get a finer rate out of it, as this is an additional requirement of the good workman of to-day. Putting them into proper mechanical order is the first necessary part, timing them is another.

So far as the general run of a workman of to-day is concerned, he is for the most part simply a watch-cleaner, and in general he does not make an extra good clean job of it either. He can neither make new parts, and, as a result, cannot intelligently purchase materials, for he does not know how and where to examine for mechanical defects, nor can he creditably alter the parts he buys. He does not understand the principles underlying his work, therefore has neither the skill and knowledge to adjust a watch to positions and temperatures.

This is a result of the conditions of to-day, and they cannot be worse, yet expert workmen are required as much, if not more so, to-day than they ever were. The fact is, apprenticeships have become meaningless; the boy who is taught the mechanical and scientific part of his trade is the exception. Out of several hundred Canadian boys who put in apprenticeships varying from three to five years, I have met less than six who could make a balance pivot properly, and not one who could make a square shoulder pivot. I have met but one who had any idea of technical drawing, and less than ten who had an intelligent conception of the term "watchmaker," and who prided themselves in the name when first I met them. Some think it next to a crime to waste a boy's time like that. Many of the best workmen and stores recognize that, under the present conditions, they cannot *teach* an apprentice and do not take them. Proper intelligence and liking for the trade is so often wanting in boys that employers should be very careful in advising them to follow it. From my experience in such matters, I can recommend an examination by a competent phrenologist; so far every boy I met who came so recommended made a success of horology.

It is my opinion, founded on an extensive experience, that in so far as the boy is concerned, two years should be the limit of his "apprenticeship" in a store; after that he should be placed under a competent instructor, who makes a speciality of *teaching*, for a sufficient length of time—about two years—to enable him, firstly, to make new parts, which also enables him, secondly, to *properly* choose, adapt, and fit bought-in material, and thirdly, to adjust watches. The workman who

Accurate and Reliable Prescriptions.

Accuracy and reliability are the foundations on which our optical department is founded.

By accuracy and reliability it has developed.

By accuracy and reliability we have succeeded.

If you would succeed as a refractionist you must have accurate and reliable dispensing.

In lenses—accuracy of focus, reliability of quality; in frames—accuracy of measurements, reliability of stock.

Opticians dispensing at Cohen Brothers run no chances. They are not experimenting.

We have demonstrated our ability to accurately and reliably dispense all optical prescriptions.

The Cohen Brothers,

Limited,

Makers of
High-Grade Spectacleware,

TORONTO, CAN.



Canadian Ophthalmic College

OF TORONTO.

It is with great pleasure that we announce the re-opening of the Canadian Ophthalmic College.

This institution will resume under the direct management of Mr. Lionel G. Amsden, whose ability as an instructor of optics is so favorably known throughout this Dominion.

Those interested in a first-class optical course would do well to communicate with him.

Prospectus and testimonials cheerfully furnished on application.

Next Class, June 25th, 1900.

Business address, L. G. Amsden, Principal of the Canadian Ophthalmic College, No. 24 Adelaide Street West, Toronto.

THE LEDOS MANUFACTURING CO.,

34 and 36 Pearl St., NEWARK, N.J., U.S.A.

Manufacturers of

Watch Case Materials and Jewelers' Findings,
Crowns, Pendants, Bows,
Solders, Fine Enamels, etc.

SLEEVE TIPS.



NO MORE BREAKING OF SLEEVES IF YOU USE THESE CELEBRATED SLEEVE TIPS.

ASK YOUR JOBBER FOR OUR GOODS. For 18s, 16s, 12s, 6s, 0s Size

If you want

Every Jeweler in Canada

to know the merits of your goods

advertise in **The Trader.**



DETROIT OPTICAL INSTITUTE.

The best course of Personal or Correspondence Optical Instruction for beginners or advanced students. Established 14 years.

FOR PARTICULARS ADDRESS

JOHN S. OWEN, M.D., PRINCIPAL,
23 EAST ADAMS AVE., DETROIT, MICH.

ANNOUNCEMENT

. . . OF THE . . .

CANADIAN COLLEGE OF OPTICS.

THIS COLLEGE STARTS ON ITS CAREER with the elements which assure success, viz.:

First, to be entirely independent of outside control in every respect.

Second, to have as its principal instructor one of the highest reputation, with practical experience and careful training, a serious, earnest, successful teacher, relying solely upon the merit of his work for patronage.

Third, our aim and efforts will be to turn out practical opticians, able to correctly fit any eye with glasses and any face with the proper frame.

Fourth, our students will be carefully advised what and where to buy their outfit. In this alone we can save students many dollars, which will largely pay for their tuition.

Fifth, we attend to trifles which make perfection, realizing, however, that perfection is no trifle.

Sixth, personal instruction and practical fitting of customers will be a new and important feature not attempted by other schools.

Seventh, about 75 per cent. of all graduate opticians in Canada obtained their course of instruction from our principal teacher, Dr. W. E. Hamill. This speaks volumes.

Eighth, our Diploma is the handsomest extant and will always everywhere stand for merit, and can only be won by the student passing an honorable examination.

Ninth, the fee for tuition is as low as that of any other reputable optical teaching body.

NEXT CLASS JUNE 4th.

Send for Free Prospectus and see what hundreds of past students have to say. Address,

W. E. HAMILL, M.D., 11 King St. West, Toronto.

cannot fulfill these conditions will have a harder row to hoe in the future than he has ever had.

I continually see, firstly, English and Swiss watches of all grades which have been in both first-class as well as third-class stores; they are not satisfactory, and no wonder, as the reverse of good workmen handled them. Secondly, high grade American watches, for which material was purchased, chosen and "fitted" with such a lack of intelligence and skill that they must be replaced and the movements adjusted to positions, and often to temperatures as well, before they can be timed to be re-admitted to the railway time service. American watches get worn the same as others, and must be repaired with the aid of proper tools the same as others. It also requires the same degree of intelligence and understanding to use the tools and to repair the watches, a thorough grasp of the technical questions underlying trains and escapements, balance and hair-spring, and how to adapt these parts—from the mainspring hook to the hair-spring stud—for the best service of each individual watch is essential. Your correspondent says he sees no solution. Have I to tell him that the main and most difficult part of the solution has been *practically* solved in Canada as long as ten years ago? How well it has been solved I will not trouble you with, but I may be permitted to say that experts in this and other countries acknowledge it in a practical and tangible way nearly every day. There is, of course, such a thing as lack of appreciation, and there may be "new time" as well as old time workmen who at least *say* they do *not believe it*, but no one's belief can alter a fact.

Old Time Watchmaker is evidently a "genuine old timer," a lover of his craft, with whom a boy had a chance to learn something. This class of men form quite a contrast with those who neither know nor wish to do so, and, what is worse, who do not wish their apprentices or anyone else to know, and who cry down everything intended to benefit and raise the craft at large. The trade is full of this kind, and, but for them, the solution would to-day be nearly as complete as it should be; yet, all that is required is expressed in one word, "honesty." Let petty jealousy, prejudice, and ignorant prevarication give way to honesty. This, I believe, is too much to be hoped for, and that not until self-preservation or a dispelling of the darkness, generated through above-mentioned influence, by the light of superior knowledge, ability, and prestige of a somewhat small but happily increasing number of Canadian *watchmakers*, will the object be accomplished to a degree approaching what it should be.

To the second question—relating to an advertisement in a Toronto paper offering a watch at a very low price—"How will this sort of thing affect the income from the bench?" In any case the sale of a cheap watch, no matter who sells it, injuriously affects the income from the bench, because people do not care to lay out money on them for repairs.

The fact of the matter is, merchandizing has witnessed such a change in recent years that only those who make a speciality of it—the same as in other things—are likely to be successful to a more than ordinary degree. The man of to-day should follow up the work which best suits his individuality. If that is merchandizing, let him stick to it and not try his hand at botching up people's watches. Let him retain the services of a *good* workman, and *then let him* turn out a class of work which will bring him many customers. A jewelry merchant should not forget that it is folly to handle cheap watches, especially the common Swiss and other rubbish; the fact that he has them in stock gives them a sort of a standing. I am aware that some jewelery merchants advertise and sell this class of goods as "good timekeepers," the same as they do their good watches, despite the fact that the majority vary from four to ten minutes per day between pendant and dial up.

To answer the question, suppose a customer comes to the watchmaker and asks to see such a watch, in one way or another he will let the cat out of the bag that he saw it advertised. Is it not policy to quote the same price! Will the customer take it without another word? not likely, he will ask if it is a good watch; tell the truth about it, also that you have better watches. Watchmakers should make the most of impressing their customers with their knowledge of the mechanical requirements of watches, the on-the-spot guarantee, etc. They should tell them that it is a matter of happenso if a cheap watch rates evenly, but in any case it cannot hold year in and year out, that a higher priced watch is better, *not* because it has a patent regulator, *but* because it will hold and keep its rate because it was predetermined that it should do so. From what I have learned about it a better watch can be sold in nine cases out of ten. In conclusion let the watchmaker sell only reliable goods and thoroughly impress the fact on his customers that his mechanical knowledge and skill peculiarly fits and guides him in buying and selling only serviceable goods.

Yours truly,

H. R. PLAYTNER.

Toronto, May 21, 1900.

THE WELSBACH

The ophthalmic surgeons of Heidelberg have been asked by their government to report on electric and gas incandescent lighting, and in their report they conclude as follows: Neither the one nor the other is detrimental to the eyesight, and both are, from the point of view of the hygiene of the eye, improvements on the lighting previously in use. The electric lamp is inferior to the Welsbach in respect that its light comes from a very small surface. For lecture rooms, indirect lighting is the best (ceiling and wall reflections.) Welsbach light seems to be nearer natural daylight than the light of incandescent electric lamps, and is so far better for the eyes. The steadiness of the light is about the same in both. Both give out very little heat, the recent Welsbach giving out only half as much as electric incandescent lamps. On the other hand, the latter use no oxygen and give out no carbonic acid, and are, therefore, more suitable for rooms occupied by several persons for periods of time. On the whole, the electric light is at a disadvantage in respect of the brilliancy of its filament, gas in respect of its consumption of oxygen and production of carbonic acid, but the latter can be rectified by suitable ventilation, leaving the advantage, from the hygienic point of view, in favor of gas lighting by Welsbach.—*Gas World.*

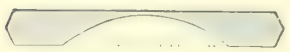
Optical Questions of Interest Answered by The Montreal Optical Company.

QUESTION. Is it possible to obtain a thin lens of very strong power, and at the same time large enough for standard size.

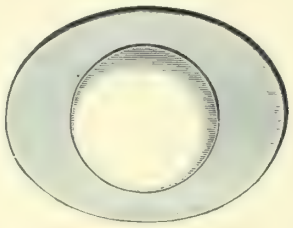
ANSWER. Yes,—by using Lenticular Lenses.

QUESTION. What are Lenticular Lenses.

ANSWER. We illustrate Lenticular Lenses herewith.



Sectional View, Concave.





Sectional View, Convex.

In strong numbers of Convex they are made by cementing to a plano lens or cylinder a small convex scale to give the desired focus, making a much lighter and more desirable lens than the regular double convex.

In strong numbers of Concave the desired focus is ground on one side of a plano lens in the centre, for a space of about three-fourths of an inch in diameter.

QUESTION. Where can Lenticular Lenses be obtained.

ANSWER. From The Montreal Optical Company, the only firm in the Dominion of Canada possessing a complete surface grinding plant.

The Optical Institute of Canada Makes an Important Announcement.

We have to announce that we have removed our school from Toronto to Montreal.

We have engaged as instructor J. LYONS GAUTHIER, M.D., graduate of the Laval University and one of the prominent Oculists of Montreal.

We have fitted up a comfortable lecture room at No. 1685 Notre Dame St.

Classes are to be given alternately in English and French.

For dates of classes and other particulars apply to J. S. Leo, Principal, No. 1685 Notre Dame St., Montreal, Quebec.

We Don't Make Junk.

Do you know what "Junk" is?

In silverplate parlance it means "flashy" goods made to sell on sight, but which won't bear inspection.

They are usually showy, and at first sight appear to be bargains, but the workmanship is skimped wherever it is possible to do so, without its being too apparent, though a little closer examination demonstrates that they are cheap in every sense of the word.

We have never believed it good business policy to ally our name with such goods, knowing that the purchaser soon becomes more critical, notes the defects, and blames the merchant, and the latter in his turn sours on the manufacturer.

We take great pains to have every article that leaves our factory perfect in every respect---the workmanship is thorough, the quality reliable, and the finish capable of bearing close examination.

This applies to our Monarch Brand as well as to our Standard Goods.

When buying and comparing prices kindly also compare quality of finish, and of course our advice is "don't buy Junk."

Our travellers have a very nice assortment to present to you.

Standard Silver Co., Limited,

TORONTO, ONTARIO.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

F. D., Ont.—"What is the power of the lens in a normal eye?"

The normal eye will bring parrallel rays of light to a focus on the retina in the posterior part of the eye. The human eye has a diameter of about one inch, therefore the refractive power of the eye is equal to one inch or 40 dioptres. It has been observed by many refractionists that an eye that was previously normal for distant vision, required about plus 10 Ds lenses to make up for the loss of the crystalise lens after the cataract had been removed from the eye. This will convey the fact to us that the lens has a refractive power of 10 dioptres because after its removal for any cause, the plus 10 Ds will restore normal vision for distance.

T. F., Ont.—"What is a cross cylinder, and when is it required?"

A cross cylinder is a lens having one side concave cylindrical, and the opposite convex cylindrical with the axis of each cylinder at right angles to the other. The cross cylinder is used for fitting an eye, in which one meridian of the eye is near sighted, usually the vertical meridian, whilst the horizontal meridian is far sighted.

For correcting such a defect, which is known as mixed astigmatism, the axis of the concave cylinder, which would correct the near sighted meridan, would be placed at 180 degrees in the trial frame, and the axis of the convex cylinder would be placed at 90 degrees, in order to have the convex portion of the cylinder in the horizontal direction.

Cross cylinders are not absolutely essential because a spherocylinder, which will answer the same purpose, may be substituted for them.

T. D. A., Que.—"I have fitted two parties with compound concave lenses for distant vision. The sperical in each case was minus 2D, which I removed for reading. They both saw better for reading with the spherical in. If they are not satisfied, shall I advise them to continue using the cylinders alone, or would you combine the sphericals with them?"

The best course to pursue would be to insist on them using the cylinders alone for reading. After they had used the cylinders alone for two or three weeks, they would find them much more comfortable and easy for the eyes, than if there was a spherical combined with them. Cases of myopia requiring a minus 3 Ds for distant vision, with or without a cylinder, will not require any spherical for reading, as far as thirteen inches from the eye, and the cylinder only should be used for that purpose. If the patient wishes to read at fifteen inches or two and one-half D, a minus one-half Ds would enable them to do so. If the patient wishes to read music at twenty inches or 2 D, a minus 1 Ds would be necessary. The rule to apply in these cases is to ascertain what the reading glasses are to be used for, or for what distance from the eyes, and if the distance is twenty inches lenses 2 D weaker than the distant spherical will be the proper sphericals for using at that distance.

S. B., Ont.—"I understand that the line which is seen most distinctly on the Astigmatic Chart should be located, and the axis of the cylinder lens placed at right angles in the trial frame, and that the full correction lens will cause the radiating lines to appear clear and distinct. Does it not cause the lines at right angles to the axi of the lens to appear more distinct than ever?"

This enquirer has apparently been trying to correct Astigmatism with a convex cylinder when a concave cylinder was required. Presuming that the vertical lines were seen distinctly on the chart, our enquirer has very probably tried convex cylinders, axis horizontal. These lenses have not made the vertical lines appear any brighter than they were, but they have very probably made the dim horizontal lines dimmer, and thus the vertical lines appear to be made brighter. The main object in correcting astigmatism is to make the dim lines appear equally as bright as the clear one, and when this cannot be accomplished by a convex cylinder, a concave cylinder should be used.

T. E., Que.—"I have a patient who, after using ordinary convex glasses for reading for a short time, complains that she is nearly blind. The moment she removes the glasses there is an enlargement of the pupils. What do you think is the cause of the trouble?"

Presuming that she could read with the glasses without any trouble, it is our opinion that the cause of the weak condition of the accommodation both in contracting and relaxing, is as soon as the glasses are removed, it requires some little time for the accommodation to relax sufficiently to make distant vision clear. The fact that she requires convex glasses for reading would account for the poor sight while reading without glasses. It is certainly a clear case of accommodative asthenopia, due most probably to general physical debility. The general health should be looked after as well as the eyes.

T. C., Ont.—"I have a customer, a boy ten years old, who can read coarse print by holding it about six inches from his eyes. To read the fifty foot type, he must be within five feet of it. He complains of his eyes smarting and aching, also that the light hurts them. He is wearing smoked glasses. No glasses I put on will improve his vision. Could I do any better by dilating the pupil, or what would you suggest?"

This case evidently has some opasity of the refractive media, or retina, most probably the latter. We are led to this conclusion from the fact that vision is defective, and it cannot be improved by glasses. Paralyzing the accommodation by means of a mydriatic, would not be of any assistance in this case, because, no matter how cramped or spasmodic the accommodation is in an eye, the defect of vision caused by it can always be corrected by means of glasses. The only object in paralyzing the accommodation being to relax it, and to know that it is relaxed. It is our opinion that nothing but careful medical treatment will be of any benefit in this case.

M. B., Ont.—"A woman twenty-five years of age having one eye fitted with weak convex glasses, returned to-day, complaining that the glasses made her eyes ache and blurred her vision so that she could not see. We have tested her eyes again and reached the same result as the first test. She could not see any difference between weak convex or concave spherical. I worked on her eyes for over an hour and she could see just as well with a plus or minus. Is this a case where Atropine should be used?"

This is a case where atropine might be used to some advantage, but if it is possible for you to get along without it,

DOES IT PAY TO HANG

on to a $7.00 or $9.00 per week position when a $15.00 and, eventually, a $20.00 or $30.00 one may be secured?

DOES IT NOT PAY TO LEAVE

a $7.00 or $9.00 situation—earn nothing for a little while—but thoroughly fit yourself for a higher position, to secure and hold it too?

It does not cost much in time or money to do it, and as we have ten calls for every good workman whom we can supply we can secure good positions for honorable young men who become good workmen under our tuition.

Investigate this school, write to us, we happen to know more about it than anyone else.

The new School year—the eleventh—and opening of the new term will begin on September 3rd. Kindly place your application now.

TEN YEARS ESTABLISHED THIS MONTH.

A meritorious work for our country has been accomplished here quietly, persistently, intelligently and honestly, without buncombe and make-believe of any kind. This has roused the ire of certain seemingly disinterested parties, who behind the cloak of an implied impartiality, have "an axe to grind." We have heretofore taken little notice, believing that the school's known merits shows such parties up in their true colors. We find though that the young are often misled, we therefore offer the following

REWARDS:

$100 for information which will convict responsible parties who falsely claim to employ our graduates.

$100 for information which will convict responsible parties for circulating untruthful, malicious and libelous statements concerning the school or ability of its graduates.

$50 for information which will convict any responsible person who falsely claims to be a graduate or ex-pupil of our school.

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King St. East,

H. R. PLAYTNER,
Director.

Toronto, Ont.

we would advise you to do so. The patient's eyes are probably very sensitive and weak. If convex glasses are accepted for distant vision, they should be worn constantly, and concaves should not be tried. By persisting in the use of these glasses, we think the patient will after a few weeks be able to wear them with satisfaction. If it seems impossible to satisfy the patient by the ordinary method, we would then advise a daily treatment with the eyes with a mydriatic for several weeks, during which time two or three examinations might be made.

THE MISTAKES OF THE GRADUATE OPTICIAN.

(*Concluded from last month*)

8. *It is unwise to have only one set of Snellen's test types.* Children and even adults soon learn the letters off by heart and the examination is worthless and parrot-like. By substituting a different card you avoid this trap and get actual results.

9. *It is generally unwise to order cylinders or compound glasses from one test alone.* Many mistakes in astigmatism could be avoided by verifying or correcting the first test by one or two subsequent tests. There is safety in multiplicity of tests.

10. *It is a grave error to test when inflammation of the eyes is present.* The result of such an examination is purely speculative and not likely to prove correct. Beside there are many inflammations of the eye which are contagious and the infected trial frame may carry the contagion.

11. *It is a mistake to test a customer who is in a hurry.* Better by far try to make a date that will give you ample time to do yourself justice and satisfy your patron. Should you give glasses in a hurry and they prove unsatisfactory it is always a question whether your customer will make allowances for the rush, although it may be his own fault. The great unwashed do not consider the science involved in fitting a simple pair of glasses.

12. *It is a mistake to ever fit children without a mydriatic.* I have said so much on this subject in previous articles that my position is well known. Just think of a child wearing minus 2.00 glasses when he required plus 3 00 and yet this very case came under my observation, and he was fitted by an optician of some pretentions, too. I have frequently had children show no manifest hyperopia by the usual subjective tests when, after using atropine they showed 2, 3, or even 4 dioptres of hyperopia. Children who come to me are almost invariably atropinized.

13. *It is a mistake for an optician to undertake the correction or treatment of a strabismic child under any circumstances whatever.* So grave a result may ensue from a wrong method that the whole responsibility should be thrown upon the oculist in these cases. Much has to be done beside simply giving glasses and only an oculist should pilot the parents what to do.

14. *Opticians should not fail to ascertain if any heterophoria is present.*—Not necessarily to do anything for it but to keep a record of their cases, and in case the glasses given for their error of refraction prove unsatisfactory to have data to explain the same. I am opposed to opticians using prisms either to correct heterophoria or for rythmic exercises for the muscles. These heterophoric belong to the province of the oculist and at the present time, when there is such diversity of opinion as to what is the best thing to do in muscular trouble, it is best that opticians should at least wait until the question ia definitely settled.

15. *In asthenopia if glasses fail to relieve it is not only a mistake but simple impertinence for an optician to question his customer as to his or her health or habits in order to discover the cause of the asthenopia.*—The greatest mistake in our opinion was placed first. The next greatest, we believe, is this last one. It is the right and province of the optician to relieve asthenopia by glasses if he can, but he has no right or license to enquire into the cause if it be not glasses the customer needs. Even should the optician have the knowledge or ability to ascertain the cause (outside of the need of lenses), he has no right to prescribe any line of treatment or offer gratuitous advice in any manner whatever.

When an optician has the indecency to make himself a self-constituted physician and pry into the habits or health of his customer he might just as well ask his patron (now a patient) if it be a lady—How old the baby is? And if she is nursing it herself or employing a wet nurse? If she is constipated, and, if so, how often the bowels move? and then order a diet and some favorite pill. When opticians usurp the rights of physicians they are not only making themselves ridiculous but are inviting opposition and trouble not only for themselves but for all opticians from a profession which so far has not even seen fit to take the first step in opposition or bother themselves what opticians are doing.—*Dr. W. E. Hamill, Principal of the Canadian College of Optics.*

LOCATING THE PRINCIPAL MERIDIAN.

The following is an excellent method of locating or rather proving the exact axis of the cylinder for an Astigmatic correction.

When the patient and operator cannot determine past all doubt the exact meridian of greatest error, but are convinced that the cylinder is an improvement to vision, substitute for the sphere and cylinder a sphere of the combined power of the two, together with a cylinder of the same power as the one already used, but of the opposite kind, and axis about opposite to the degree at which the best results were achieved.

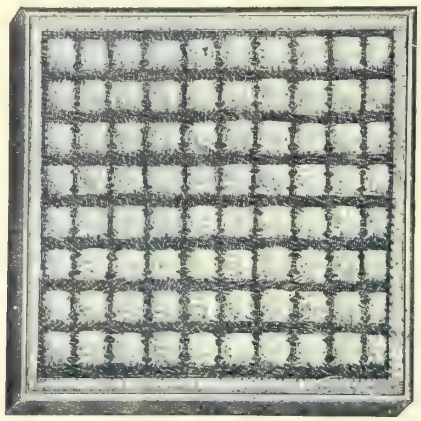
For example with +3.00 sph. ()+1.00 cyl. patient apparently sees equally well with the axis at 80, 90 and 100. If, however we supply +4.00 sph. ()−1.00 cyl., we easily find vision best with axis at 180. It is not necessary to supply for use glasses in this form, but the regular equivalent, +3.00 sph. +1.00 cyl. axis 90 will be thoroughly satisfactory.—*Canadian Optician.*

An official of the Ontario Silver Ware Works, Muncie, Ind, stated last week that work would be resumed in the plant in all departments this week. Fifty new employes, he said, would be added when the start was made. This would increase the entire force to 200.

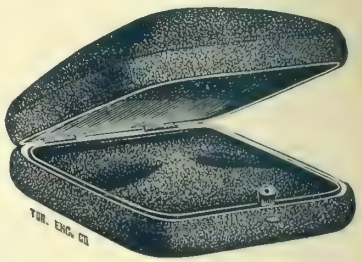
FOR JUNE WEDDINGS.



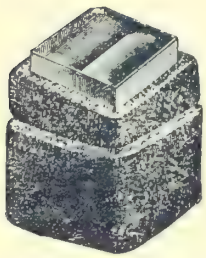
Scarf Pin—No. 45.



Ring Tray—No. 306.



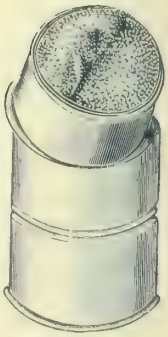
Velvet Brooch—No. 65.



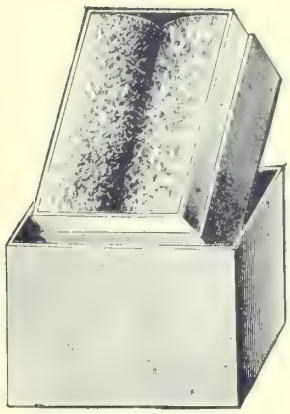
Velvet Ring—No. 28.



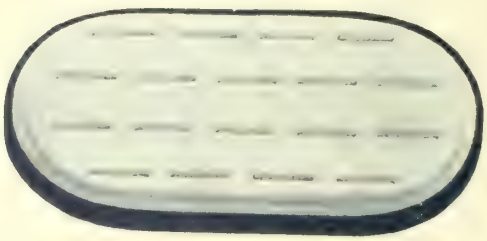
Cabinet—No. 5.



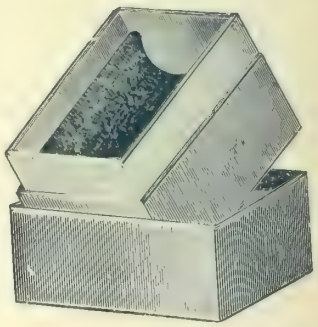
Leather Ring—No. 27.



Paper Ring—No. 450.



Ring Tray—No. 331.



Paper Thimble—No. 545.

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - - TORONTO.



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"Bluenose" says: I have a stock of jewelry, etc., amounting to about $10,000 on which I carry $5,000 insurance. This amount covers my stock of watches, clocks, jewelry, silverware, etc., etc., in a general way. Speaking to a jewelry traveller the other day he said the best way to insure was to carry so much on each department as, say, $1,000 on gold and silver watches, $1,000 on silver and silver plated ware, and so on. I would like to have your ideas in regard to insuring a jeweler's stock.

We do not agree at all with the advice given you by the traveller. In our opinion the nearer your policy comes to being what is known as a "*blanket policy*" the better for the jeweler and the worse for the insurance company. By all means avoid as much as possible going into details and placing separate amounts of insurance upon particular articles. It is bad policy and will often cause no end of dispute and trouble in case of loss. We give below the wording for insurance on a jeweler's stock which will cover everything he has in his place, and we may say that although it was gotten up distinctly with this end in view it has always been accepted by the insurance companies belonging to the Canadian Board of Fire Underwriters. It reads as follows:

"*On stock consisting chiefly of jewelry, watches, clocks, materials, silverware, plated ware, cutlery, optical and fancy goods, and such other goods as are usually kept for sale in a retail jewelry store; their own, held in trust or on consignment, or sold but not delivered, or goods left for repair. All while contained in the.....roofed building, occupied by the assured as retail store, and situate and being Street,.....$.....*

"*On store workroom and office fixtures, fittings and furniture, including safe, showcases, mirrors, tools and utensils of trade, contained in above described building,".....$.....*

If any of our readers will adopt this short, comprehensive wording in their insurance policies we think they will find themselves absolutely safe in case of fire.

"Opinion" asks: Will you kindly inform me through your valuable paper THE TRADER: (1) As to what hours the jewelers in the various manufactories in Toronto have to put in during the summer months and the other part of the year. Do they work a ten hour day all the year round? (2) What wages can a foreman in a jewelry manufacturing department expect and work nine to nine and a half hours a day?

In reply to the above we may say that the employees in all the jewelry factories that we know of usually work from 7 a.m. until 6 p.m. with an hour for dinner between 12 and 1 o'clock. Of course when a slack time comes on the hours are shorter, but most men prefer the full hours and full pay. As a rule the workshops are all closed on Saturday afternoons during the summer months, and at five o'clock during the winter months.

The wages and hours of a foreman depends almost entirely upon his skill and what arrangements he may make with his employer. As a rule, however, they are required to put in the same hours as the men under them. Their wages run all the way from $15 to $30 per week, depending upon their skill and the kind of work upon which they are employed.



GREAT BRITAIN.

From the Jeweler, Metalworker, and Silversmith.

REMARKABLE DISCOVERY OF STOLEN PLATE.—A remarkable recovery of stolen communion plate after ten years occurred on the 13th ult. Two children, who were digging in the sands at Baraques, Calais, discovered a complete service of gold and silver communion plate, value some thousand francs. This has been identified as the service stolen from Baracques Church ten years ago. It appears that this church was robbed on the night of January 9th, 1890.

A MAP OF PRECIOUS STONES.—The Emperor of Russia has made a unique present to the French Government of a map of France composed of a mosaic of precious stones. The map is one metre long by one metre broad, and is framed in slate-colored jasper. The sea is represented by light grey marble, and the departments in jasper of various colors. A hundred and six cities and towns are indicated by gems set in gold. Paris is represented by a diamond, Harve by an emerald, Rouen by a sapphire, Nantes by a beryl, and so on. The names of the cities are inlaid in gold, rivers are traced in platinum. The map was made at the Imperial factory at Catherineburg, and will be shown in the Exhibition.

THE GEM MARKETS.

London.—Although the relief of Kimberley had induced some of the jewelers, whose information is not of the best, to imagine that trade would be very much improved, no well-informed member of the trade thought that much would come from the success of the British in relieving the beleagured diamond city. What little rough there has been on the market has been immediately snapped up, and at substantial prices. On the whole the market is practically in the same condition, and I am afraid we shall have to wait some time before any improvement will be shown. The same difficulty is being experienced in supplying the demand, besides which the goods are not of the best. There is a fairly good demand for turquoises and pearls, and most of the colored stones find a good market.

Amsterdam.—Very little improvement has taken place in the diamond market during the month, the Easter holidays

F&B AN EXPERT'S OPINION

IS not necessary to convince your customers that they should select F. & B. goods in preference to others. They have that rich and easily distinguishable appearance which at once proclaims them superior to anything else in their class. Being made as they are in the largest modern up-to-date factory in the country, with all appliances that can be thought of for producing perfect goods, the result is, goods that are finished to a nicety in even the smallest detail, and that will wear for years and be equal in appearance to solid gold. We guarantee these goods with our strong and liberal guarantee.



404.—LINK BUTTON.
Engraved and stone set to imitate natural insect.



LINK BRACELETS.
363 1599, Rolled Gold Plate. 394 1603, Sterling Silver.
388 1637, Gold Bracelet lined with Sterling Silver.



1694.—CHARM,
Real Intaglio Stone.

We shall have a beautiful new pattern in Sterling Silver Toilet and Manicure Goods and Sets ready very soon. It will be called the **LINCOLN PATTERN.**

Remember we can lay these goods on your counter, **DUTY PAID, CHEAPER** than any other house in the country.

THEODORE W. FOSTER & BRO. CO.,

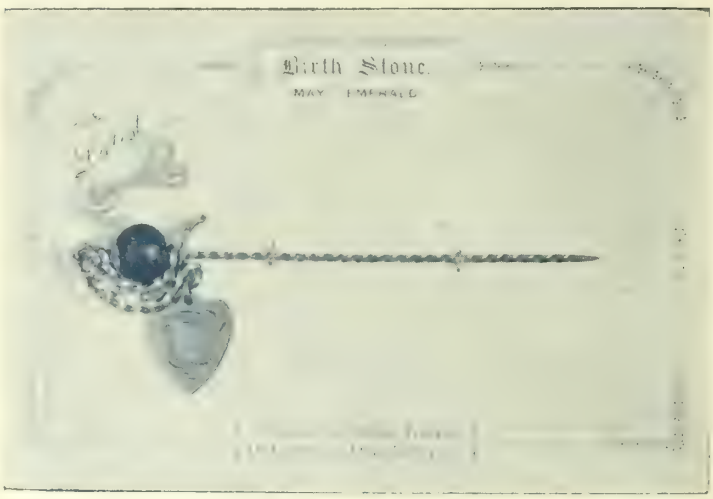
Our Canadian Representative,
MR. GEO. E. SMITH,
350 King Street, KINGSTON, ONT.

Manufacturing Jewelers and Silversmiths,
100 Richmond Street,
PROVIDENCE, R.I., U.S.A.

BIRTH STONE BANGLE RING.



Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.

having produced the usual depression. Many workmen still remain out of employment, and numbers of factories are standing idle. American merchants are very much in need of all classes of goods, but they will not pay the ruling price, preferring to await the chance of a reduction in the future; as a consequence very few sales were effected. There is very little rough in the market. Kappen and Enden were disposed of very rapidly. Roses were very quiet indeed.

Paris.—Business has not shown much sign of improvement. Various foreign merchants as usual visited the city, but most of them were compelled to leave empty-handed, as they were unable to pay the high prices which were asked for the goods. Mêlé ranged from £6 to £6 10s., and at these prices all the available supply was sold. Roses, on the other hand, did not find purchasers; colored stones of all kinds were in good demand for local use, but only very small quantities were exported.

United States.

E. W. Scribner's jewelry store at Phelps, N.Y., was entered by burglars early Saturday morning, April 14, the safe blown open and finger rings, watch chains and charms, valued at $300, taken.

Meriden, Conn., April 26.—Robert Bowman died this morning after a short illness. The deceased, with E. B. Manning, was the founder of the manufacturing concern of Manning & Bowman Co.

During a high wind one night last week the large sign on the front of the Theodore W. Foster & Bro. Co.'s factory, Providence, R.I., was blown down from the building into the street, where it obstructed traffic considerably until it was removed.

Charles Hanson, with Bailey, Bankes & Biddle Co., Philadelphia, who was drugged, beaten, robbed and left to strangle to death in a lodging-house on Ninth Street, has completely recovered from his terrible experience. The perpetrator of the crime is still unknown and Mr. Hanson can furnish no clues to lead to his identity.

There was sold at auction at Davis & Harvey's galleries, Philadelphia, last week a most remarkable collection of Japanese fine art objects selected by Yoshizo Kitaoka, of Tokio. The carved ivories were alone valued at $25,000. Bronzes, richly embroidered screens, namikawa enamels and antique curios brought big prices.

Gold Brick Man Arrested.—A man giving the name of H. Wells, of Chicago, was arrested at Dallas, Texas, while negotiating for the sale of a gold brick to a farmer of that place. Wells said he was an assayist from Washington. He had a quantity of gold filings which he had bought at a local jeweler's, and a large bogus gold brick which had been moulded in a skillet and weighed seventy pounds. He said the filings were from the brick and that the latter had been found on a farm near Dallas. When apprehended he had nearly concluded the sale to the farmer for $8,000.

Elgin, Ill., April 25.—The following notice was posted throughout the Elgin National Watch Co. factory, Monday: "During the coming fiscal year, beginning May 1, 1900, this factory will be closed on Saturday afternoons at four o'clock without deduction from the time of those employees who are on duty at that hour. It is hoped that increased interest and effort on the part of our employees will neutralize the effect of this regulation, as bearing on the weekly product. George Hunter, Supt." The operatives as a rule are pleased with the new arrangement and appreciate the generosity of the company in giving full pay to the day workers. Last summer a half holiday was given on Saturday, but the time did not go on.

Burglarizing His Own Store.—Buffalo, N.Y., May 10.—The police believe they have cleared up the mystery surrounding the peculiar robbery case of R. O. Friewald, 483 William Street. Monday morning Friewald went to the William Street Station and reported that his jewelry store had been visited by burglars between Saturday night and Monday morning, and every piece of jewelry of any account in his place had been stolen. He said his safe had been broken into and its contents taken. The police, after a careful investigation, came to the conclusion that the place had not been robbed and then arrested Friewald. The police learned that he had an insurance policy indemnifying him against loss by burglary, and charged him with attempting to defraud the insurance company. Captain Ryan and his men spent yesterday morning visiting various pawnshops, and the officers declare they found most of the property alleged to have been stolen from Friewald's store in the pawnshops. Captain Ryan says Friewald and a relative pawned the stuff. Friewald vigorously denies the charge. He says his place was robbed and that he has no idea who committed the robbery. Friewald came here from Jamestown. The relative referred to has been taken into custody.

Sale of Assets.—New Bedford, Mass., May 10.—Upon the petition of Loum Snow and Clarence A. Cook, receivers of the property and assets of The Pairpoint Mfg. Co., appointed by United States Circuit Court, District of Massachusetts, filed May 4th, 1900, praying that that Court enter an order directing the receivers to sell at private sale all the property and assets of The Pairpoint Mfg. Co. now in their possession or control as receivers of every name and description, including the good will of the business as a going concern, for a sum not less in amount than will be sufficient, after paying all the remaining costs and expenses of the receivership, to pay all the creditors of the Pairpoint Manufacturing Co., whose claims have been duly proved and allowed in that Court, a final dividend which with the dividends heretofore paid by orders of the Court will give to the creditors the full amount of their claims as proved, together with interest thereon at the rate of 5 per cent. per annum up to the date of the final payment, it has been ordered by Judge Lowell that the receivers give notice to all parties interested to appear before the Court upon May 24, 1900, at 10 o'clock, a.m., to show cause, if any they have, why the petition should not be granted, by mailing forthwith to each known creditor and stockholder of The Pairpoint Manufacturing Co. an attested copy of the order, and publishing the same in the Boston *Daily Advertiser*, once each week for three successive weeks, last publication to be at least two days prior to the date of hearing.

W. H. BEATTY, President.

CAPITAL, $100,000.00.

ALFRED GOODERHAM, Vice-President.

Directors:
GEO. GOODERHAM, H. W. BEATTY,
W. H. PARTRIDGE, WM. THOMPSON,
E. G. GOODERHAM, JAMES WEBSTER.
FRANK TURNER, C.E.

The Toronto Silver Plate Company, LIMITED,

Silversmiths and Manufacturers of Electro Silver Plate.

In buying Silverware see that it is stamped "Toronto Silver Plate Co.," on Electro Plate and with these Trade Marks in that way it is fully guaranteed manufacturing high-grade Silver-



long to thoroughly know our business, and to allow the consumer to prove by actual result that the wearing quality of our goods is equal to anything in the market. We have not been long enough in business to have got into a rut, or are we old-fashioned in our methods of manufacture. We are up-to-date in every sense of the word, we claim to have the most complete and labor-saving plant in the market, and we are in a position to offer the trade Silverware in character of design and finish, and at prices that enable the purchaser to sell it quickly. We have no hard stock to work off. Why? Because our designs are too popular to become so, and, besides, we are constantly changing them.

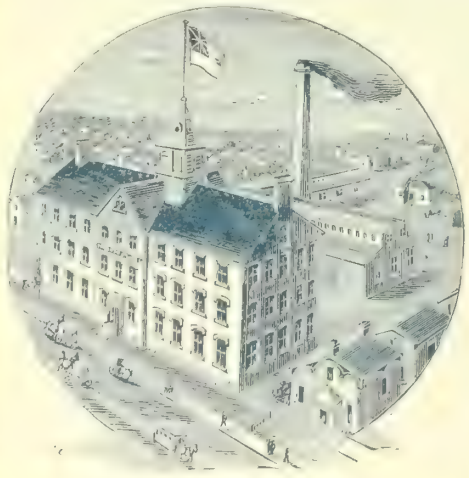
We are a strictly Canadian Company and have sufficient Canadian Capital back of us to permit of our carrying out any contract we may enter into.

Note the personnel of our Directorate.

As we have repeatedly mentioned we are not in the Trust, or are we connected with any Silverware Association or Combine. We are a free lance and allow no outside interests to determine our business policy.

Give all this your careful consideration. If you are not our customer now, become so —it will certainly pay you.

Why continue to buy obsolete patterns or goods made in obsolete ways that are not good value? You buy silverware to sell quickly, and at a good profit, do you not?—not to look at. Then buy Toronto Silver Plate Co. designs that are not obsolete.



570 King Street West.

Factories and Salesrooms:

TORONTO, CANADA.

E. G. Gooderham, Managing Director.

STERLING SILVER.



RD ROBERTS.



No. 169—TETE-A-TETE SET. Bright Finished and Chased. Cream, Gold Lined.



BADEN-POWELL.

ELECTRO SILVER PLATE.



No. 991—FRUIT BOWL. Satin Bright Cut and Gold Lined.

No. 0177—Bread Tray. Satin or Bright Finish. No. 840—CARD RECEIVER. Satin Bright Cut. No. 715—CHOCOLATE POT. Embossed.

It is hardly necessary to say that the above are **TORONTO SILVER PLATE CO.** designs, they speak for themselves. Special net prices quoted on application.

THE TRADER

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, JUNE, 1900. No. 19.

THE CRUSADERS.

Are you interested in the story of the Crusaders?

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Does it thrill you to read of their campaigns? Do you admire their devoted valor, their unflinching, unswerving determination to their cause?

++++++

Listen:

++++++

The management of the Dueber-Hampden Works are the Crusaders of the watch business.

++++++

They have fought the battle of Truth in the watch business, and they purpose continuing it until the end of the chapter—until there's no more need for battle.

++++++

They have made history—watch business history—and you ought to make yourself familiar with it, if you're not familiar with it already.

++++++

The campaigns of the watch business Crusaders, under John the Conqueror, teach this simple moral:

Do what you will, and do what you may,
Truth, in the end, will win the day.

THREE KINDS OF SUCCESS.

It is always well to distinguish sharply between success born of "Fool's Luck," and success born of Ability and Honesty—legitimate success, so to speak.

A third kind of success—or seeming success, because it isn't a success in fact—to be reckoned with is that born of downright Dishonesty.

"Fool's Luck" success is transient; therefore, to follow it means but transient prosperity.

Dishonest success is dangerous; hence to follow it means danger—it is like skating on thin ice.

Success born of Ability and Honesty is safe and lasting and to follow it means safe add lasting prosperity!

"Nothing Succeeds Like Honest Success!"

"Nothing Fails Like Dishonest Success!"

"Nothing is Briefer than 'Fool's Luck' Success!"

The Unequaled Success
of the
Dueber-Hampden Works
is born of
Honesty and Ability.

Let Canada Time Her Progress
by the
Dueber-Hampden Watch.

The New 12 Size
Dueber Watches:
THE DUEBER WATCH CO.,
JOHN HANCOCK
and
DUEBER GRAND,
are sold only in the 14 and 18k. solid gold and 14k. gold-filled cases of the Dueber Watch Case Mfg. Co.

The factories of
THE
DUEBER-HAMPDEN WORKS
are the most complete establishments on earth for the manufacture of high-grade watch movements and watch cases.

The Dueber-Hampden Watches
are
Paragons of Watch Perfection,
"THE BEST."

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent
Dueber-Hampden Watches,
393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

THE MONTREAL OPTICAL COMPANY are making extensive improvements on their premises.

MR. M. M. COHEN, of the Cohen Bros., Limited, is in the Eastern Provinces in the interests of his firm.

MR. JOHN L. EAVES, of Montreal, paid a flying visit to Boston and New York last month on business.

W. A. ASTON, of Truro, N.S., spent a week during the past month amongst the jewelry factories of New York and Providence.

MR. J. E. NETTLETON, of Penetanguishene, has been in Toronto, making his final purchases prior to taking his annual trip up the lakes.

MR. HARRY C. JORDAN, of Chatham, Ont., completed a personal course on optics at the Detroit Optical Institute during the past month.

THE article in last issue and continued in this issue on "Mistakes of Opticians" is by Dr. W. E. Hamill, principal of the Canadian College of Optics.

MR. J. E. BLACK, watchmaker, has removed his business from Sundridge to Sintaluta, Assa., N.W.T. He reports that he is doing a good trade there and likes the place well.

MR. FRANK RODEN, of Roden Bros., silversmiths, Toronto, left about the middle of May for a short trip to Europe, during which he will pay a visit to his native city, Birmingham, Eng.

JOHN C. BASTEDO, father of Carl Bastedo, Canadian representative of the Howard Sterling Company, New York, died at his late residence, 582 Spadina Avenue, Toronto, aged 75 years.

MR. JOHN WANLESS, the well known jeweler of this city, last month took out a permit from the city for a three storey brick and stone dwelling and store at 396 Yonge Street, to cost about $6,000.

MR. EDWIN LEACH, for several years superintendent of the Montreal Watch Case Company, has resigned his position and removed to the States again. At present he is living at Attleboro, Mass.

MR. J. S. LEO, of the Montreal Optical Company, has completed a very successful Western trip. The practice of the heads of large concerns making personal acquaintance of their trade is to be commended.

MR. AMBROSE KENT, President of the Ambrose Kent & Son Co., Ltd., Toronto, sailed for Europe last month on a purchasing tour during which he will visit the principal markets in Great Britain and the continent.

MANAGER WALTER BARR, of the Goldsmiths' Company, of Toronto, spent a very successful week in Montreal and Quebec last month, if one could judge by the size of the fat orders he brought home with him.

MESSRS. RYRIE BROS., of Toronto, gave a special prize to the Woman's Art Association for the best book design, some time ago. In the spirited competition which followed, the prize was secured by Miss Hempsted of this city.

OPENED UP. – Mr. G. W. Elliott has opened up a jewelry store on his own account at Pembroke, Ont., and says he must have THE TRADER every month, to help him along. We shall try and not fail him, if the mail service holds out.

WE would call the attention of the trade to the announcement made by Messrs. H. & A. Saunders on the second page of this issue. They have arranged some specials this month, which no doubt will be appreciated by their customers.

MR. JACOB DOVER, the well-known jeweler, of Nelson, B.C., passed through Toronto on his way to visit friends in Montreal. During his stay east he proposes to look up all the novelties in watches and jewelry that are in the market.

MR. J. E. MCINTYRE, jeweler, of Port Elgin, has removed his business to Red Deer, Alberta, N.W.T., and in future he would be glad for all his correspondents to address him there. Its a big move Mr. McIntyre has made, but we trust, a good one.

AMONGST the Toronto jewelry firms contributing to the Ottawa-Hull fire were, The Goldsmith Stock Company, Limited, P. W. Ellis & Co. and The American Watch Case Co., of Toronto, Limited, all of whom contributed $50.00 each to the relief of the sufferers.

ANTI-STAMP LAW.—On the 5th of last month Governor Roosevelt, of New York, signed the bill passed by the legislature of that State prohibiting the issuing of trading stamps. This drastic measure for the protection of the credulous public will go into effect at once.

THE CREDITORS of the John Watson estate, of Montreal, received notice about a month ago from the curator, Mr. J. McD. Hains, that the first and final dividend would be payable at his office in that city on and after May 14th at the rate of thirteen cents on the dollar of their respective claims.

MR. T. H. FITZSIMMONS, formerly engaged in the jewelry business in St. Catherines, has made an engagement to act as contracting agent for the well-known plumbing and steamfitting firm of Keith & Fitzsimmons, Toronto, a position he is filling with acceptance and ability.

J. J. ZOCK & CO., manufacturing jewelers, of Toronto, are now occupying their new and commodious offices on the lower flat of the building they formerly occupied. Their new factory is in full running order, and they are now in a position to meet all demands that the trade may make upon them.

GONE TO EUROPE.—Dr. Frank Edmonds, dentist, of Alliston, Ont., whose father, G. S. Edmonds, of the same place, is well-known in connection with the jewelry trade, has gone to Cologne, Germany, where he will enter into partnership with a leading practitioner there. THE TRADER wishes him success.

THE new unbreakable collar button brought out by H. & A. Saunders recently has more than fulfilled expectations. This firm reports that, for a new article, it has sold very well. They are offering it this month at a very special price as they wish to introduce it thoroughly and quickly to the trade.

THE GOLDSMITHS' STOCK COMPANY have just issued to the trade a very neat and seasonable sheet showing over fifty designs of medals in gold and silver. The medal season is close at hand, and our readers should post themselves thoroughly about this branch of the business, so as to capture all the trade going in that line.

MR. E. CULVERHOUSE, of Ryrie Bros., Toronto, is spending the week in Buffalo in attendance at the special lectures delivered there by Mr. A. Jay Cross. He is making a complete investigation of the instruments invented by this famous optician, more particularly the Cross dioptrometer and the Cross retino-skiameter.

Prize Cups

AND

Trophies.

THE present outlook promises an increasing demand for Prizes suitable for Athletic and other sporting events.

The Trophy or Cup we here show is one of the many regular designs we furnish.

Notice the perfect harmony in which the whole design is worked out, even to the most minute detail.

We have unsurpassed facilities for furnishing anything that can be desired in either Sterling Silver or Gold and Silverplate.

Special designs following the spirit of any sport or purpose will be furnished on request.

Send for TROPHY BOOK.

MERIDEN BRITANNIA CO.,

HAMILTON, ONT.

AND

MERIDEN, CONN.

NEW YORK. CHICAGO.

SAN FRANCISCO.



No. 9040.—PRIZE TROPHY.

Height, 25 inches.

"THE CANADIAN OPTICIAN" is making vigorous efforts for the formation of an optical association, and from the nature of the correspondence which their May number contains, coming as they do from the most prominent opticians of Canada, testifies that the subject of an association is a live issue. In their efforts they have the entire sympathy of this journal.

INCORPORATED.—The firm of Ambrose Kent & Sons, jewelers, of Toronto, have turned their business into a joint stock company with an authorized capital of $100,000. The new company will be known as "Ambrose Kent & Sons, Limited," and the first officers are as follows: President, Ambrose Kent; Vice-President and Treasurer, Mr. Wm. G. Kent; Secretary, Mr. L. Herbert Luke.

MR. T. ARTHUR ST. JEAN, who for the past fourteen years has been well and favorably known throughout the province of Quebec as the representative of the firm of Alfred Eaves, has started business on his own account at No. 1693 Notre Dame St., Montreal, as a wholesale dealer in jewelry, watches, clocks, materials, etc., where he hopes to see many of his old jewelry friends in the near future.

A NEAT CARD.—The American Watch Case Company, of Toronto, Limited, are sending out to the retail trade a very attractive show card, illustrating a tray of fancy diamond set cases. They are mounted on heavy cardboard and have a silk cord to hang them up by, and will be appreciated by the trade as a suitable shop decoration. Mr. Bachley, the company's missionary, is distributing them on his rounds through the country.

THE SPRING RACES at the Woodbine Track, Toronto, were as usual well patronized by the jewelry trade of the Dominion, amongst others present there were Messrs. A. R. Harmon, Montreal; R. J. Tingley, Toronto; W. E. Boyd, Hamilton, W. K. McNaught, S. Frenkel, C. Bachley, J. McKnight, John Logan, and J. Levy, Toronto; G. H. Lees, Hamilton; G. F. Trorey, Vancouver; R. A. Douglas, Barrie; F. T. Trebilcock, London.

MESSRS. HENRY BIRKS & SONS, of Montreal, have just issued a very neat little illustrated pamphlet from their optical department to the general public, that is so striking in its get up, and common sense in its tone, that it cannot fail to bring them considerable trade, and that too of the best class. We don't know who is the author of this little brochure, but he is to be commended for the work he has turned out, which reflects credit on the firm and on himself.

THE INDIAN CLOCK of The Ambrose Kent & Son Co., Limited, has been undergoing a spring cleaning during the past month, inside and out, and has come through the ordeal not only improved as to time keeping qualities, but looking like a brand new clock from the factory. Gold leaf has not been spared in its decoration, and it now presents a golden Indian to the public gaze as well as a golden clock Although neat it is both a striking and attractive sign.

A DELICATE POINT of law will shortly be decided in British Columbia on account of the suit which has been entered against the town of Nelson, B.C., by Harry Epstein, a peddler, in the amount of $1,000, for having refused him a license to sell goods, including jewelry, in that city, and to compensate for loss of trade and meet cost of general expenses. Epstein deposited $50 at the clerk's office in payment of his license, but the mayor of the town refused the money.

WATCH CHANGES.—The Waltham Watch Company notified the trade on May 5th that the following changes would take effect from that date. *Discontinued:* No. 28 Nickel, 16 size; ¾ plate Nickel, 15 jewel. Also the *issue* of a new Model Htg., 16 size; movement, ¾ plate, 15 jewels in settings; Nickel, with polished and red girded centre wheel and jewel settings; Cut Expansion Balance; Patent Micrometer Regulator; Patent Brequet Hair Spring, hardened and tempered in form.

A MILITARY BELT, which deservedly attracted much attention as a souvenir of the present war in South Africa, last montn was exhibited in the window of the J. E. Ellis Co., Limited, of Toronto. Although it is only made of ordinary canvas, it is decorated with fifty badges and clasps representing some of the most gallant and historic regiments in the British service now on active service in South Africa. The belt was forwarded by Surgeon-Col Worthington, of the 2nd Canadian contingent, now in the field.

LOST FOUR FINGERS.—While at work on the afternoon of Tuesday, May 22nd, in the Toronto Silver Plate Company's factory, William Williamson, a lad of 15 years of age, met with an accident through which he lost the four fingers of his left hand. He was operating a pressing machine at the time, and in some manner his hand was caught between the rollers. When his hand was extricated it was found that the four fingers were crushed to a pulp. He was taken to the Emergency Hospital.

THE CANADIAN OPHTHALMIC COLLEGE, which has been closed during the past year, will re-open on June 25th. This popular school will be under the same management as heretofore, and will be in charge of Mr. L. G. Amsden, who has occupied the position of instructor since its organization. Several improvements are arranged in the college, and the management contemplate extending the term and lessening the number of classes to be held, so that the students will have the very best facilities for acquiring optical training.

THE ALTERATIONS at Ryrie Bros. seem to the ordinary observer to be more like rebuilding than altering the old building. The whole of the Adelaide Street wall has been torn down as also the bulk of the Yonge Street wall, and when all is completed it will be practically a new store that they will have. If we were rich enough to be a bloated property owner we would pray for tenants like Ryrie Bros. During alterations the firm are conducting their business in the new warehouse to the north of the old one, which premises they secured last year.

MR. A. R. HARMON, Canadian agent of the Waltham Watch Company, spent a week at Toronto during the latter part of May. Strangely enough he happened to strike "race week" and as usual was one of the fashionable crowd who went down on the Queen's birthday to see the race for the "Queen's Plate" and Her Majesty's guineas. Mr. Harmon kept his eye closely on business for all that however and left for home well satisfied with his trip from a commercial standpoint. He says business is keeping away up, and the demand still ahead of the supply.

MR. A. G. CARTER, who for several years past has been in the employ of G. Fowler & Co., of Winnipeg, recently severed his connection with that firm in order to open up a jewelry business on his own account in the same city. His store which is located at 235 Portage Avenue, is being specially fitted up with highly polished mahogany cases and British plate mirrors, and presents a most attractive appearance. As a practical jeweler Mr. Carter has had a wide experience in every branch and will, no doubt, enjoy the full measure of success he deserves.

MR. GEORGE E. TROREY, the well-known and popular retail jeweler of Vancouver, B.C., finding his old premises too small, has effected arrangements for a splendid store on the corner of the new block, now nearing completion. His new premises will be 26 x 120 feet, with a handsome London front of plate glass. The interior will be especially arranged. The whole establishment will be fitted in the most elaborate and modern manner, and in order to get the very latest, both in appliances and in the accessories which give effectiveness to the display of such a stock as he will carry, Mr. Trorey will shortly visit Chicago, New York, Boston and other eastern American as well as Canadian cities.

THE U.S. GOVERNMENT AND THE BOERS.—As was to have been expected the Government of the United States, through Secretary Hay, in an interview held on the 21st May, has officially notified the Boer delegates that "the President sympathizes heartily in the sincere desire of all the people of the United States that the war now affecting South Africa may, for the sake of both parties engaged, come to a speedy close, but having done his full duty in preserving a strictly neutral position between them, and in seizing the first opportunity for tendering his good offices in the interests of peace, he feels that in the present circumstances no course is open to him except to persist in the policy of impartial neutrality. To deviate

J. J. ZOCK & CO.,

MANUFACTURERS OF

FINE JEWELRY.

RINGS,
BROOCHES,
PENDANTS,
LOCKETS,
SCARF PINS.

OUR STOCK IS COMPLETE.

We are carrying an immense assortment of the newest and choicest in every line for your inspection. Don't fail to examine our goods; it will pay you to do so.

REPAIRS.

We make a specialty of having all repairs done neatly, promptly and at the lowest possible cost to you.

REMEMBER,

IDEAS OF PROFIT

Make differences in prices. Our ideas are entirely different from other manufacturers—not how large a profit, but how small a profit we can afford to sell for.

J. J. ZOCK & CO.,

MANUFACTURERS OF

FINE JEWELRY,

32 AND 34 ADELAIDE STREET WEST, TORONTO, ONT.

from this would be contrary to all our traditions and our national interests, and would lead to consequences which neither the President nor the people of the United States could regard with favor." In spite of all the clamor raised throughout the United States by ignorant and prejudiced demagogues, this reply is just about what one would have expected from so level-headed a statesman as President McKinley. This will probably convince the Boer delegates that talk is cheap in the United States, especially about election time, but they may as well make up their minds first as last that they will get no aid from the United States Government.

AMERICA'S BEST FRIEND.—The hero of the Spanish-American war, Admiral Dewey, who is probably in a better position to judge of the matter than the Dutch and Fenian rabble that is at present shouting itself hoarse in honor of the Transvaal delegates out of a hatred to England, is said to have expressed himself in reference to Great Britain at a luncheon given on May 4th by the University Club, of St. Louis, Mo., in the following significant words: "We can whip any nation in the world, except England, and England is our best friend." For a moment there was an impressive silence, which was followed by a loud cheer, and the president of the club, Mr. Lionberger, rising to his feet proposed a toast to America's best friend, "England." As one man the guests arose and drained their glasses.

THE demand for Hampden goods has become so great that the Company have been compelled to refuse to fill orders for special named movements on dials and plates, and a great many orders for special named goods that had been taken for Canada have had to be refused in consequence, and dealers for the balance of the year will be fortunate if they can get their orders filled for regular goods just as they come through the factory. Such a condition of things in the watch business is in sharp contrast to what was experienced a few years ago, and shortly after the bicycle craze was on, at which time it was difficult to sell watches, while at the present time the trouble is not to sell them, but to get enough to supply the demand. There is no supreme happiness in this world, even in the watch movement business.

FOLLOWING in the lead of those Philadelphia fools who organized the school children of that city to send a message of sympathy to President Kruger by special messenger, some of the people of Windsor, Ontario, proposed last month to send an address of sympathy and cheer from the Windsor school children to Aguinaldo, in the Philippine Islands, on his splendid fight for freedom against the great American nation, who are unjustly trying to take it away from the natives by force of arms. This action is just as sensible in every way as the Philadelphia farce alluded to above, but we are glad to say that Canadian public sentiment was healthy enough to show the projectors of this movement that two foolish actions won't make one wise one and they therefore dropped the matter. It was well for Canada's reputed common sense that they did, for we can't afford to have our good name dragged in the mud.

AN EXHIBIT of much interest to jewelers and Canadian merchants of every kind was held at Toronto last month at the Ontario Artists' Gallery, under the name of the "Applied Arts Exhibition." It was free to the public and was visited by a great many people, all of whom expressed themselves as delighted with the idea and the hope that in future years it would be worked on a larger and more comprehensive scale, as the tendency was to improve every branch of Canadian manufacturing industry by elevating and beautifying its product. Speaking of it during its continuance, a well-known critic said of it:—"The display is not extensive but it is meritorious and deals with many of the crafts. A spinning chair and Moorish table, elegantly carved, a decorative mantelpiece in stained woods, plaster casts, the display of pretty book-binding and unique and graceful designs for house decorations may be mentioned as samples of the exhibit. There are stained glass designs, of delicate and tasty outline, samples of exquisite hand-made lace, wood carving that is unique and poster designs original and striking, and a particularly effective decoration for a piano front."

THE OPTICAL INSTITUTE OF CANADA, which has for several years occupied the premises at 60 Yonge Street, Toronto, have discontinued their contract with Dr. Hamill and removed to Montreal, where the classes will be conducted by Dr. Gauthier. The removal of the Optical Institute of Canada to Montreal, offers Eastern men an opportunity of taking an optical course nearer home. The management of this institution are to be congratulated on having obtained the services as instructor of so eminent an oculist as Dr. J. Lyons Gauthier. Dr. Gauthier is a graduate of the Laval University. He is thoroughly conversant with both English and French, in which languages his classes will alternately be given. A much needed want will be supplied by the French courses given by the Optical Institute of Canada, and those interested will do well to communcate with Mr. J. S. Leo, Principal, 1685 Notre Dame Street, Montreal.

IF NELSON (B.C.) don't knock the scheme on the head, it is the intention of the watchmakers and jewelers of that town to form a union and affiliate with the Trades and Labor Council of that place. By-laws have been adopted and the following officers elected: President, A. T. Noxon; secretary-treasurer, W. L. Smith; J. H. Nickerson, E. W. Grier and J. Wadds, delegates to the Trades and Labor Council. The journeymen watchmakers and jewelers pledge themselves to support and uphold the employing jewelers of Nelson who are willing to pay good workmen good wages, in order to help them maintain the present scale of prices for repairing. Of the shops doing business all but one have joined the union. The new union will adopt a reasonable scale of prices and request every shop to follow this schedule. Should any shop refuse to accept the scale, the matter will be placed in the hands of the Trades and Labor Council for adjustment.

SURROUNDED.—One of the best evidences of the growth of the departmental store business in Canada may be seen in Toronto, where the R. Simpson Company are engaged in erecting a new addition to their magnificent building which now takes in the whole business block between Richmond and Queen Streets on Yonge Street, except the jewelry store originally built by the Kent Bros., and now owned and occupied by John Wanless & Co. This beautiful store with its handsome cut stone front, is completely surrounded on three sides by the great Simpson building of iron and brick, and situated as it is right in the middle of the block, it is rendered all the more conspicuous on account of the difference in its height, color and architectural construction. It sits there like a pearl in its setting and is in every way suited for the carrying on of the high-class jewelry business that the firm have built up during the half century they have been in business.

WE ARE GLAD to see the position which we took in our editorial last month in regard to Imperial Federation has since been completely endorsed by such authorities as Lord Salisbury, Premier of Great Britain, and the Hon. Joseph Chamberlain, Secretary of State for the Colonies, both of whom enunciated their views at the annual banquet of the British Empire League, held in London on the 30th April. In his speech Lord Salisbury, *deprecated any attempt to expedite a fusion of the Colonies with the Mother Country by legislation, declaring that it will be better to allow this wonderful growth of sentiment to grow by its own laws and according to the impulse of its own vitality.* The Hon. Joseph Chamberlain said he cordially agreed with Lord Salisbury's argument against any artificial hastening of colonial union, and he supposed, therefore, that the creation of a Colonial Council was still distant, and that it would continue to devolve upon the Mother Country, as trustee of Imperial interests, to guard the future of the Empire. Alluding to the assistance given by colonial troops in South Africa, he said: "The fact is, we are only just beginning to realize the greatness of our own Empire and its possibilities in the future. To-night we recognize with heartfelt gratitude the sentiments that moved the colonies to join us in an hour of trial. If the occasion should unhappily arise when we may be called upon to reciprocate with something stronger than words I believe the Old Country will stand the strain."

SOUVENIRS

AND

PATRIOTIC JEWELRY.

There is every indication of a large influx of Tourists during the coming summer.

THE REPRESENTATIVES OF

RAILROAD AND STEAMBOAT

Companies have met and arranged for very favorable rates and the promise is that Canada will be favored as never before.

DO NOT ALLOW THIS OPPORTUNITY
TO SLIP AWAY FROM YOU.

HEMSLEY SOUVENIRS

SELL THEMSELVES.

All you are asked to do is to Exhibit them and take in the money.

An order placed **NOW** *will ensure you delivery of this NOVEL and DAINTY Line in plenty of time for Business.*

THE LEVY BROS. CO., LIMITED.

Selling Agents,

HAMILTON, ONT.

CANADA'S JASPER BELT has heretofore been pretty much only a matter of conjecture, but it seems that the Provincial Government of Ontario has decided to investigate it in the interests of the country. For this reason Prof. A. P. Coleman, the expert of the Ontario Mining branch, left about the middle of May to enter upon his summer's work of exploration in Northern Ontario. He proposes to first make an examination of the placer gold of the headwaters of the Vermillion and Wahnipatae Rivers and of the country to the north of these rivers. After that he will go up the Nipissing line and explore the jasper belt which is believed to exist in that country. The importance of this belt lies in the fact that iron ores usually occur in contact with jasper, as in Minnesota and Wisconsin. There is reason to believe that a jasper band extends from Lake Superior to Lake Temiscaminque. Several points in the supposed band are already known. When the Nipissing line was surveyed in 1896 Mr. Burwash, who was the Government mining expert, found that the line crossed the jasper band at the sixty-five mile post. Jasper occurs also near Batchanna Bay on Lake Superior. Dr. Coleman will explore the belt throughout its length, and place it on the map for the guidance of prospectors.

THE FOLLOWING flattering notice is clipped from the local Renfrew paper, regarding a piece of workmanship of which the maker may well feel proud:—"Some time ago we noted that Mr. W. A. Purvis was engaged in the manufacture of what was probably the first watch escapement ever actually made in Renfrew. Above we give a photo-engraving of the escapement, which fairly well portrays the plan of the work; although, after all, it gives little idea of the skill and labor involved in the operation of making. It is all of brass and steel, well-finished in gold and silver plate, and clicks away with accurate regularity. It is a bit of work well worthy of inspection, and will lead to the conclusion that the man who can make a watch as well as this is made, should be able to repair any watch that can be repaired. Mr. Purvis is also an optician, having graduated in 1895, at Toronto, under Mr. Lionel Laurance, now Principal of the Worshipal Spectacle Association of London, England, looked upon as the highest authority in optics."

TRADING STAMPS condemned by the clergy. The Trading Stamp business was discussed by the Presbyterian Synod of Toronto, last month, who passed a resolution condemning it on the ground that it tended to demoralize the public. The following extract from the report which was adopted, shows the views of the Synod on this matter. "Most of the reports on bribery take it only in its relation to politics. One good brother, however, the convener for Kingston, righteously scathes the bribery that prevails in business. Listen to this torrent of fiery indignation: 'Bribery' he says, 'is everywhere and in everything. Where shall we go to escape the temptation? I gave up my grocery man because of his bribery in crockery. I left my butcher because he offered me trading stamps. I gave up my religious paper because bribed with an elegant Bible. Bribery is rampant everywhere.' We are in hearty sympathy with these righteous sentiments, and we feel sure our good brother must rejoice that there is in reserve for him a better place than Kingston, where there are no trading stamps or crockery."

THE FIRM of Thomas C. Johnson & Sons, of Halifax, N.S., have, since the beginning of the year, owing to their largely increased business, enlarged and refitted their premises and equipped it in a thoroughly up-to-date manner. They have added considerable additional floor space and put up beautiful new wall cases, also the newest design in counter cases. The counter cases are made of polished walnut, with one piece of polished British plate glass for top, and are 12 feet long. The goods displayed therein show to great advantage. Thos C. Johnson & Sons have without doubt one of the handsomest and best appointed jewelry stores in the maritime provinces. The wall cases are complete with the most beautiful and up-to-date goods ever displayed in Halifax. Just now they are receiving daily, goods suitable for spring weddings, consisting of sterling silverware, cut-glass, electro plate, art goods, drawing and dining-room clocks, etc. Their stock of jewelry is very large. Diamonds and precious stone rings, gold watches set with diamonds, pearl pendants, brooches, chains, etc.; in fact everything that can be had only in a high class jewelry establishment. In the rear of the main store and connected by a passageway is their watch making and jewelry manufacturing rooms, fitted up with modern work benches and tools. Jewelry of all kinds is made to order, and the watch making is personally overseen by the proprietors.

AS WILL be seen from the announcement elsewhere in this issue, Dr. W. E. Hamill, of Toronto, for the past seven years instructor to the Optical Institute of Canada, has severed his connection with that institution and has opened up on his own account a school for the instruction of opticians, to be known as the "Canadian College of Optics." Dr. Hamill informs us that his new institution will start out on considerably different lines from any other optical school in Canada or the United States. He proposes to charge a specified price for his course of tuition, and recognizing the fact that all students are not equally quick at learning, has decided that those who cannot master the work in one session will be at liberty to come back again to the next session or until they do thoroughly understand it, without any extra charge. He proposes to have only one standard for diplomas awarded at the Canadian College of Optics, and that standard a high one. No student will be allowed to obtain a diploma until he earns it by passing their regular standard examination, so that its diploma will mean merit in the possessor. Dr. Hamill says he will aim to impart to his students a thorough and practical course of instruction and he trusts to show such good results that his graduates will have no difficulty in securing and holding the highest positions open to the profession. His long experience as a teacher of optical science and the large number of successful students he has graduated are a guarantee that future performance will be strictly up-to-date and thoroughly first-class in every particular.

IN THEIR NEW FACTORY.—Messrs. Saunders, Lorie & Co. removed from Bay Street to their splendid new factory, 67 Adelaide Street West, on the 19th of last month. Owing to their special advance arrangements, the removal of their tools, plant and machinery was quickly and easily effected, and as a matter of fact, business was really only shut down for the matter of one single day, a record-breaker in the way of removals, when the magnitude of the operation is taken into consideration. As our readers are already aware, that firm's new factory is situated at 67 Adelaide Street West, the premises formerly occupied by the American Watch Case Company of Toronto. The firm have leased the entire upper flat, which is nearly two hundred feet long and forty feet wide. At the rear, where the new addition is, the firm added an extra storey above the main floor, thus making a total area of floor space of nearly 10,000 square feet. The factory is splendidly lighted with large windows on the south, west and north sides of the building, and also by several large skylights, so that there are really no dark corners in it, and every employee can see his work distinctly, a great advantage where fine workmanship is required. The offices are situated at the north end of the flat, immediately at the head of the entrance stairs, and are commodious and well arranged for the transaction of business. As before stated in these notes, Mr. Lorie has been for months at work getting things in shape for the new factory, and even a casual visit of inspection will satisfy any person that he has adopted all the newest and most advanced ideas regarding machinery and processes of manufacture apparently regardless of cost. He says he is bound to have as good and up-to-date a factory as any in the United States, and we think he has pretty well succeeded. In a future issue we will endeavour to give our readers some detailed idea of how this has been effected, but at the present we will only say that their new factory is a credit to the firm and to Canada. Messrs. Saunders, Lorie & Co. are increasing their already large force of employees as fast as expert men can be secured, and they are hard at work on a line of new fall samples that they think will both please and surprise the trade. We wish the firm a long and prosperous career in their new business home.



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New Goods, New Styles, Rock Bottom Prices.

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Mr. Geo. T. Angell, of Boston, Secretary of the American Humane Society, makes the following appeal to the American press through his official journal last month. It is headed: "To the American Press," and he says: "We wish to most respectfully suggest to the about twenty thousand American editors who receive our little paper every month that they will in the interests of humanity, both to the human beings and the lower creatures [used in wars] kindly consider: 1st. That while we are a very powerful nation, yet when this South African trouble ends Great Britain will probably be the most powerful nation in the world—1st, on account of its enormous navy, equal, we believe, to all others in Europe, and its enormous mercantile marine, easily used for transportation of troops and military supplies. 2nd. Because of its large armies, now thoroughly equipped and experienced in using all the most modern military appliances. 3rd. Because of its power to add to its armies hundreds of thousands of men from its various colonies in Canada, Australia, India and elsewhere. 4th. Because of its enormous fortifications on both the Atlantic and Pacific, and in almost all parts of the world. 5th. Because, after deducting the great military debts of continental European nations, it will be found that Great Britain has probably greater financial power to carry on great wars than all the continental European nations combined. 6th. Because while there may be differences of opinion between the peoples of Great Britain and Germany, there is almost no possibility that the German Government will, during many years, be found at war with Great Britain. *Let us have no more wars* with any nation."

The reception of the Boer delegates at New York is probably a good specimen of what they may expect throughout the United States. Both political parties will give them to understand that their noble cause has their heartfelt sympathy and each will make all the use of them and their cause that they can to catch votes in the coming Presidential Election. It is improbable, however, that the United States will go beyond this, for although the Irish and Dutch fire-eaters would like to embroil Great Britain and the United States over this question, we think it more than probable that President McKinley will stand by the "Hague Treaty" to which the United States was a party only a year ago, and politely inform the Boar delegates that the American Government cannot interfere unless both the parties to the quarrel are willing to have them act as intermediatory As our readers are aware, the United States Government has already tendered its good offices in this direction, and has been informed by Britain that she could not allow any outside interference from *any* country. This has always been regarded by Britain as a family quarrel as she is the suzerain power in South Africa, and the Transvaal can only negotiate with foreign powers through her. For this reason Mr. Chamberlain has always refused to submit the question under dispute to outside arbitration. In the face of these facts, it would be impolitic in President McKinley to interfere any further in a quarrel in which his country has no direct interest, and which would probably place his Government in a very embarrassing and unenviable position. We doubt if any man in the United States is better able to size up the situation than President McKinley, and although he may appear to humor the Boer delegates and their supporters for political reasons, we doubt if they get any substantial benefit from either himself or his country. It will be interesting for outsiders to watch the ways of American politicians during the coming months.

Charged with Theft.—Messrs. A. R. Dewdney & Bro., manufacturing jewelers, of Toronto, have for nearly a year past been missing small articles from their factory, but in spite of all their endeavors they found it impossible to locate the leak. The thieves, however, growing more bold on account of their non-detection, at length purloined a valuable diamond ring and by this means located themselves and furnished a clue which the firm were quick to follow up. The result of their investigations was that on the 10th May one of their employees was arrested on suspicion of having stolen the missing property, and later on a Queen Street jeweler as an accessory to the crime. When arraigned before the Police Magistrate they answered to the names of Robert Platt and Joseph Bauldry. The prisoners were charged with stealing jewelry from the factory of A. H. Dewdney & Bro., manufacturing jewelers, 44 Colborne Street. The articles, which are valued at about $1,000, have been missed gradually for some nine months. Platt works at the factory, and he is supposed to have done the stealing, Bauldry getting rid of the jewelry. Platt lives at 120 Shuter Street, and Bauldry at 712 Queen Street West. When the information was read against them the prisoners looked confused, and it took them some time to decide where and how they would like to be tried. Finally they elected to be tried before the Magistrate. Then after another whispered conference they stated that they would like a remand till Monday to think it over, as well as to decide how they would plead. They got the remand. On Monday they were again brought before the Magistrate, when Platt elected to be tried summarily and pleaded "guilty" to the charge. Bauldry pleaded "not guilty" and elected to be tried by a jury. They were both remanded, and on the 23rd May, when, at their own request, they were again brought before the Police Magistrate, they both pleaded "guilty" and were remanded for sentence until the 26th May on which day the Magistrate allowed them to go on suspended sentence. It is to be hoped that they will take this warning to heart.

Mafeking has been relieved, and so has every British subject and well-wisher of the British Empire. While it is true that the surrender of Mafeking to the Boers would not have affected the result of the campaign, or the victorious march of the British armies, it is nevertheless a fact, that the capture of brave Col. Baden-Powell and his gallant men, would have given a shock throughout the British Empire that would not readily have been either forgotten or forgiven. For over seven months Baden-Powell has managed, although having no artillery, and always surrounded by much superior forces, to hold the enemy at bay, and even to improve his defensive position. Only a few days before the place was relieved, he drew the beseigers into a trap, and by rapid and skilful manœuvering succeeded in killing about fifty and capturing nearly 100 of them, amongst whom was Commandant Eloff, grandson of President Kruger. The defence of Mafeking by Baden-Powell, although not a great siege, shows an almost inexhaustible amount of resource on the part of the commandant, and will go into history as one of the most remarkable sieges on record. It is significant as showing the lack of attacking quality in the Boers, that during the present war although they invested Ladysmith, Kimberley and Mafeking with infinitely superior artillery and troops, yet in spite of all these superiorities they were never able to take advantage of their opportunities. In other words the Boer is afraid to attack, although he fights splendidly in entrenched positions when he knows the back door is open for retreat in case of emergency. It is safe to say that had the British been the besiegers instead of the besieged, all three of the beleagured places would have been taken by storm within a few weeks after they had been invested. It is stated that Col. Baden-Powell has been promoted to the rank of Major-General and will be given a separate command as soon as he is able to take it. As one of the principal heroes of the war, and a credit to the British army, we trust that he will not only get the higher rank of Lieut.-General before the war is over, but a chance of distinguishing himself in attack as well as defence. We are certain that if the popular will was consulted he would get a peerage also at the close of the campaign.

Goldwin Smith has again been distinguishing himself by giving an interview to the *New York Herald* on the Transvaal war, in the course of which he takes pains to exhibit his usual venom to the present government of Great Britain. With the exception of the Irish Home Rule question on which he has stood firm, Goldwin Smith has been on both sides of every public question that we can remember during the last thirty years. He is a gentleman of learning and undoubted talent, also of much kindness of heart, and without doubt the greatest master of the English language in the world today, but in spite of all these splendid qualities, his name, which ought to be honored amongst his countrymen generally, stinks in the nostrils of every patriotic Briton on account of his venemous attacks upon his own country and his aid to everything anti-British.

The Perfected American Watch.



FIFTY years ago all watches were made in Europe, chiefly in Switzerland. Then a watch was a costly possession. In 1854 the business of the AMERICAN WATCH COMPANY OF WALTHAM, MASS., was organized, the corporate name being subsequently changed to AMERICAN WALTHAM WATCH COMPANY. This Company has ever since enjoyed uninterrupted progress in the application of sound horological principles, in the use of the best devised automatic machinery, and in the services of the highest skilled artisans. This combination of advantages has produced the finest pocket timepieces in the world. The manufacture of watches at WALTHAM was begun and has continued upon lines wholly different from those of the Swiss, departing radically from the latter in practice as well as in theory. Upon the principle that the simplest means of producing a given result are best, the designers of the first WALTHAM watch discarded all parts not essential to correct timekeeping, and thus they not only simplified methods of manufacturing, but reduced the liability to breakage and consequent cost of repairs when the watches had gone into use.

Quite as important, if not so fundamental, has been the systematic watchmaking first practiced at WALTHAM and amplified to its present extent by successive improvements. Before the AMERICAN WATCH COMPANY was founded there was no factory in the world in which an entire watch movement was made. By the old way the plates were fashioned in one place, the wheels in another, the dials elsewhere. These and other parts—all made by scattered and disconnected labor—were finally fitted and assembled. It was soon shown that machinery, by its precise and uniform operations, provided better watches at less cost. Furthermore, most of the machine made parts—plates, wheels, pinions, etc.—by their uniformity were interchangeable. Dealers were thus enabled to carry materials in stock, so as to supply them readily when required. A record of the size and grade of each WALTHAM watch movement is kept by the Company, wherby jewelers may at any time obtain duplicate parts by simply quoting the movement number, whatever the date of its manufacture. Therefore, the first grand results at WALTHAM were simplicity and economy of construction; exactness and durability of the watches produced; convenience and minimum expense of repairs.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

It may be said, however, and perhaps it is only charitable to say it, that his disloyal utterances are perhaps more the result of a disordered liver and stomach than the outcome of a clear and otherwise well-balanced brain. We trust it is so anyway, for it is really pitiable to see an old man like Goldwin Smith spending the last years of his life in villifying his country. In an open letter to the *New York Sun,* Goldwin Smith advises the Boer delegation to the United States to accept the inevitable and put an end to the useless sacrifice of life that is now going on in the Transvaal. He assures them that the Liberal party in England will put a veto on anything like a policy of vengeance, and that the British people, after the fierceness of the war feeling has passed, may be trusted to make a tolerable and not ungenerous settlement with the Boers. The pith of Goldwin's letter, like the Irishman's is in the tail of it, where he says that after the settlement "South Africa will be left again to the play of its own political forces; *and much may then be regained at the polls which has been lost in the war.*" If these words mean anything it is that the Boers will be able to achieve and retain by peaceful methods under British rule what they never could retain or conquer by the sword. If this be so, where was the necessity for the war at all, seeing that all that Britain ever asked was that her subjects should only acquire burghers' rights and privileges by forswearing their allegiance to their native country and becoming citizens of the Transvaal Republic. Surely if the Boers can gain what they want at the polls under British rule, they could easily have held those rights when they themselves administered the country. Goldwin Smith has not unwittingly, but perhaps unintentionally, paid the highest possible compliment to British rule and British fair play, when he wrote this open letter to the Boer delegates and the American people.

Mr. Brock Wilkins, Galt's youngest jeweler, has taken possession of his new premises, in the block built by his grandfather over fifty years ago, and which has without exception been occupied by some of the family as merchants ever since without a break. Mr. Wilkins' new premises is certainly one of the handsomest jewelry stores in Western Ontario, and reflects the highest credit upon the proprietor, who, we understand, personally designed and supervised the decorations himself. The following description of Mr. Wilkins' new store and its fittings is taken from the local paper: It is handsomely finished in "staff," something entirely new for store decorations. It is said the first time this material was used for building purposes was at the World's Fair in 1893. The exterior is set in an imitation of staff which has the appearance of mottled marble. The entrance passage is laid in Italian mosaic, executed by an Italian. A large beveled oval plate panels the entrance door. On entering, one is impressed with the magnificent appearance, so effectively and artistically is everything arranged. The store proper is forty-five feet long and nineteen feet wide, with an ample workroom and an optical room in addition. At the immediate right of the door Mr. Wilkins has his private workroom, which is finished in keeping with the rest of the store and fitted with bevel plate glass. On one side of the store two artistic alcoves lend a charming effect as they shelter a showcase and mirror. The arches forming these recesses are beautiful works of art modelled in staff. On the opposite side of the store thirty-one feet of nickel mounted walnut showcases cover costly wares in gold and silver, fine china and other material. Snugly nestled in a well placed niche in the rear wall, just over Mr. Wilkins' massive safe, is a three-light electric figure in bronze. The ceiling is formed of embossed metallic squares, while the floor is covered with linoleum of marquetry design. Handsome grilles ornament the show windows. Gas and electricity are used for illuminating. There is a dash of beauty about the whole place that enlists your admiration. The soft, mellow effect of the staff finish and decorations is very pleasing. It removes anything of harshness and lends that happy result so much desired. The architectural designs throughout are the very latest and from front to rear the store is not only modern and convenient, but is attractive and artistic. As an optician, Mr. Wilkins already has a wide reputation. To more faithfully and scientifically carry on this branch of his business he has had an optical parlor arranged at the rear of his store, eight feet by twenty feet. The room is solid black as this is absolutely necessary for the proper testing of sight. Both gas and electric lights are used in making tests. Mr. Wilkins' success in business to-day, shows forcibly what can be accomplished by pluck, push and perseverance. He is a Galt boy, born and schooled here. He learned his trade with Kent Bros., in Toronto, then travelled some years, engaging with the largest and most progressive firms in the large cities of Canada and the United States. After thus fitting himself he returned to his own town and entered business, and it is a credit to him and to our town that after seven and a-half years in business, he occupies so large, magnificent and up-date a store as he does to-day.

The Perambulations of the Orange Free State Capital is one of the amusing features of an otherwise very serious war. Originally located at Bloemfontein it was, on the occupation of that city by Gen. Lord Roberts, hurriedly shifted to Kroonstad, which place was supposed to be defencible against the British invaders. Kroonstad, however, proved to be no obstacle to Lord Roberts' army and again the Capital was hurriedly shifted, the first report being that President Steyn had transferred it to Lindley—and a day or two later it was given out that he had located it at Heilbrun. As the latter place is at present a considerable distance away from the British lines, it is probable that it will hold the seat of government as long as President Steyn thinks his skin is safe there, but as soon as his pursuers can catch up with him again, his capital will probably have to take another jump unless he concludes to capitulate or is captured in the meantime. It looks as though the territory that Mr. Steyn has jurisdiction over is shrinking up so fast that he will be a president only in name shortly, as his troops are being gradually corralled up in the extreme north-east corner of the Free State. Without doubt the Orange Free State will lose its independence as the result of this war and if it does so, Mr. Steyn will be the person that the people can blame for it. The Free State had no cause of quarrel whatever with the British and were in no danger of being annexed or absorbed by them. On the contrary, Great Britain had not only given them their independence, but helped them in every possible way. Their laws were liberal and just and Britons and Dutch dwelt in amity together within their borders, enjoying equal rights and equal liberties. This state of things would without doubt have continued indefinitely, but that in an evil hour President Steyn and his advisers were persuaded by President Kruger to join the Africander Bond, the express object of which was to overthrow the British power in South Africa and make the Dutch the dominant race throughout the whole of that country as President Kruger had already made it in the Transvaal. Up to the very day before war was declared by the Transvaal against Great Britain, President Steyn professed the utmost friendship for that country and his course in connection with the whole affair proves him to be thoroughly dishonest and unreliable in the conduct of the affairs of the country. The only excuse that we have ever heard of being put forward on behalf of the Free State's action in going to war was that Britain intended to conquer and annex the Transvaal and without doubt would serve the Free State in the same way later on. It is said that a poor excuse is better than none, and this is about all that any person can urge in defence of the ostensible reason put forward by the Free State for joining in the war against Britain. The real trouble is that a conspiracy, instigated by President Kruger, had been going on for years. They had been quietly and systematically laying in immense stores of war munitions of all kinds, and they thought the time was ripe for them to throw off the mask. They had figured it all out very carefully, and had reached the conclusion that although Britain was a strong power on the sea, with the advantages they had at the start they could easily whip all the troops that could be spared to fight them in South Africa. They counted thoroughly on getting in the main part of their work before the British could land any more troops, and by overrunning Natal and Cape Colony, cause a general rising amongst their fellow countrymen in those colonies that Britain would be powerless to quell. They reckoned without their host

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Nowadays when every housekeeper has Silverware on her sideboard, a good cleanser and polish is a necessity, and the jeweler who sells such an article will draw trade to his store.

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WM. ROGERS. 1847

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however, for Ladysmith, Kimberley and Mafeking stopped them long enough to allow reinforcements to arrive from Britain and turned the scale against them. At the present time it looks as though the end of the war could not be very far off. Demoralized in the field and flying from carefully prepared positions as soon as the British attack them, they must soon reach a point where it will be impossible for even President Kruger to hold them together much longer. It is said that the war will be decided by the next great battle which will take place on the banks of the Vaal river and if the Boers are well beaten there they will probably capitulate. Be this as it may, they are fighting a losing fight and they know it; and this knowledge seems to inspire them in every fight to get away as soon as there is the slightest danger of their retreat being cut off. The Boers, while not cowards, have no stomach for fighting when they are themselves in danger. As long as they can cling to cover and safely pot the British from behind breastworks, they are first-class, but they are little or no good in the open and they have not the pluck to attack unless everything is very much in their favor.

Our esteemed contemporary *The Manufacturing Jeweler*, of Providence, came up smiling again on the 10th of last month for another round in defence of the Boers. While we quite agree with the Editor that his views and our own are so irreconcilable as to make it profitless to continue the controversy, we just wish to point out in reply to a statement made later on in his article that he has evidently not read up the merits of the question at all. He states that the whole trouble was over the suffrage question. This is an entire mistake. The suffrage matter was in no way the *cause* of the war, but simply a *result* of Boer tyranny and oppression upon the Outlanders of every country, including Americans. These acts of tyranny at length got so oppressive, that finally, after an appeal from over 30,000 British subjects to Her Majesty's Government, they were forced to remonstrate with President Kruger, and ask that these residents of the Transvaal who had been invited to settle there by the Boer Government should at least be treated with common decency. At the now historic meeting which took place at Bloemfontein last year between President Kruger and Sir Alfred Milner, the British High Commissioner, with President Steyn as intermediary, the franchise question was presented by Sir Alfred in this fashion: Said he, "the British Government is constantly in receipt of complaints from its citizens residing in the Transvaal regarding outrages perpetrated upon them by Boer officials. They claim they can get no redress from the Boer Volksrand, although they have applied to it for that purpose time and again. The British Government has proof that many of their complaints are well founded and should be remedied. They have no desire to interfere with the internal government of the Transvaal in any way whatever if it can be avoided, but it is patent that some means of redress must be afforded to these complainants. In order to avoid British interference in any shape or form in the internal affairs of the Transvaal, the British Government proposes that the Government of the Transvaal should enact a fair and workable franchise law which should give the Outlanders the right to become citizens of the Republic and be fairly represented in its parliament, and not by a contemptible minority, and by this means these men will be able to look after and remedy their own grievances within the Transvaal itself without finding it necessary to appeal to any outside power." In other words Great Britain was prepared to say to its subjects in the Transvaal: "If President Kruger will grant you a fairly liberal franchise law, we will advise you (although much against the grain) to renounce your allegiance to Great Britain, become citizens of the Transvaal Republic and swear allegiance to its Government, and then as citizens exercise your influence and redress your own wrongs the same as is done in any other country." It was pointed out to President Kruger that such a course on his part would absolutely prevent Great Britain from meddling with the internal affairs of the Transvaal in any way, and that if in the future British subjects residing in the Transvaal made appeals to their own Government, such as had been made, they could say to them, become Transvaal citizens as you may and right your own wrongs. This was eminently fair, and had President Kruger been wise and broad enough to have adopted Sir Alfred Milner's suggestion there would have been no war. If he had done so he would simply have placed all of the Outlanders in the Transvaal in a similar though less favorable position to what foreigners have always enjoyed in the United States. The editor of *The Manufacturing Jeweler* says that some of the largest tax payers in the United States are British citizens and although they are taxed and legislated for in every way they have no vote, and yet we see no British battleships coming up Narragassett Bay in consequence. True, but every British tax payer in the States can become an American citizen if he conforms to the laws regulating it and then he will have just as good a vote as any native born American, and just here is where Americans, such as the editor of *The Mfg. Jeweler*, fall into error through apparent ignorance of the real facts of the controversy. All that the British Government practically ever asked of President Kruger, as will be seen from the foregoing, was to treat their Outlanders in a similar manner that Americans treat the foreigners who have landed on their shores and who are willing to take the oath of allegiance and become American citizens. In acting as he did, practically refusing citizenship to Outlanders except upon almost impossible terms, President Kruger violated every principle of liberty embodied in the United States constitution, and we are satisfied that when once the American people come to realize this, they will (as they ought) feel heartily ashamed of having been so easlly led astray by loud-mouthed demagogues who used untrue and misleading assertions instead of actual facts to bolster up an unjust case.

LITERARY NOTICES.

Feo: A Romance.—Some stories are hard to follow because of the story-teller's demand for personal attention. You are compelled to pause so often to take breath, after the author's various clever tricks in the telling, that the scheme of plot is confused, and sometimes altogether lost. In "Feo," Max Pemberton has told a capital story, and told it so artistically that the end is reached before you take time to consider the writer a most skillful one, whose chief aim has evidently been not to win praise for himself, but entertainment for his readers. The story has chiefly to do with a gifted Viennese opera singer, Feo de Berthier, poor but of noble lineage, who, in the opening chapter, is living in a London flat with only her father for protection, a selfish and none too scrupulous man. Father and daughter had been forced to leave Vienna by the Archduke Frederick, whose son Prince Jerome, a youth passionately fond of music, had become ardently attached to Feo, which sentiment was met with a fair equivalent in the heart of the singer. But the Archduke had other plans for the future of the young prince, and many and great were the obstacles placed in the way of a consummation of the lovers' happy calculations; in fact every means that could be devised by agents of the Archduke was brought to bear towards their defeat. Even Georges de Berthier, through his greed for gold, became a powerful intrument in the humilation of his daughter. But against a backround of much villiany, Feo's soul of honor shone to the last, and when at a crisis, after an inward battle with self, she resolvod to renounce her love for Jerome, believing it to be best for him, she became heroic. Jerome proved her equal in heroism, a manly, flesh and blood prince throughout, yet with a high moral code. A young Englishman, Leslie Drummond, plays an important part in the story, and his staunch friendship Feo could not well have done without. Many of the principal scenes are laid in Paris, the descriptive bits of that wonderful city making graphic word-pictures. Published by The Copp, Clarke Company, Limited, Toronto.

Sophia.—Following up the success which he attained in "The Castle Inn," Mr. Stanley J. Weyman, has laid the scene of his new romance, "Sophia," in the England of George II. This is a novel of character as well as of plot. Sophia, a rich prize in the matrimonial market, is beset by intriguing suitors and harassed by scheming relatives, but, in spite of all, discovers the man of her choice where she least expected to find him, and grows under our very eyes

from a sentimental girl into a woman of ready wit and noble nature. The spirit of adventure, however, is not wholly absent, for the heroine has still to be rescued from evil hands and her pursuers punished. But though the story moves as swiftly as in the earlier novels and does not lack for excitement, the main interest is of a different sort, and one likely to gain Mr. Weyman new readers without depriving him of his old following. It always increases the interest felt in a book if there is anything in it to provoke discussion. So with Sophia; her right to the heroineship has been questioned, some critics asserting that Mr. Weyman erred in not calling the novel in honor of Lady Betty, whom they believe to be the more deserving character. We advise you to read this most interesting story, and decide for yourself. Published by The Copp, Clark Company, Limited, Toronto.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A SWISS UNIVERSAL LATHE (brass) has universal head, slide rest and spindle for wax chucks. Will exchange it for a small sized boat. Address Box 68, Woodstock, Ont.

A RARE CHANCE to buy a manufacturing optical business, doing a wholesale and retail optical business, in an Ontario city of great industry, profits of the business at present are 3000 dollars a year and increasing rapidly, don't write unless you are prepared to investigate at once. Address F. Tiffany, St. Catharines, Ont.

FOR SALE—Watchmaking and jewelry business in the best manufacturing town in Ontario of over 2,500 population. Good repair trade; for particulars address Box 188, Hespeler.

FOR SALE—A transit instrument in good order, made by Trouton & Sims, London, Eng.; the original cost was £42 sterling, or $210, will be sold at a bargain. Apply to Thos. C. Johnson & Sons, 187 Barrington St., Halifax, N.S.

FOR SALE.—A first-class jewelry business where lots of money can be made and has been made. My present stock about $500.00 usually carry $1,800.00. A grand opening for a good man. Worthy of careful investigation. Apply now to W. H. Parker, Ailsa Craig, Ont.

FOR SALE OR EXCHANGE—One Lubin Combined Cineograph and stereopticon complete with electric and calcium lamps and eleven good films, only used two months, and is the finest instrument out; also have one hundred slides assorted, and one set of fifty slides of life of Christ (colored) will sell complete or part, or exchange for a safe, show cases, or anything. What have you? F. W. Hess, Zurich.

SITUATION WANTED by young man 18 years of age, strictly temperate, have had one year steady experience under competent watchmakers. Can do all watch and clock cleaning and some jewelry repairing. Have had a few lessons in engraving. Best of reasons given for leaving present employers, and wish to get with good man to finish my trade. Best of references given. Address, C. Elliott B., Box 80, Hepworth, Ont.

SITUATION WANTED—By an experienced watchmaker; has tools including American lathe. References furnished. Address, Box 64, Guelph, Ont.

SITUATION WANTED by a young man; age 22; strictly temperate, with 5 years' experience at watch, clock and jewelry repairing. I have my own tools, including a Rivet lathe; can furnish references as to ability and character. Address, Box 132 Renfrew, Ont.

WANTED—Situation by young man with six years' practical experience; first-class workman. Best of references; full kit of tools. Apply Watchmaker, 308 Bathurst St., Toronto.

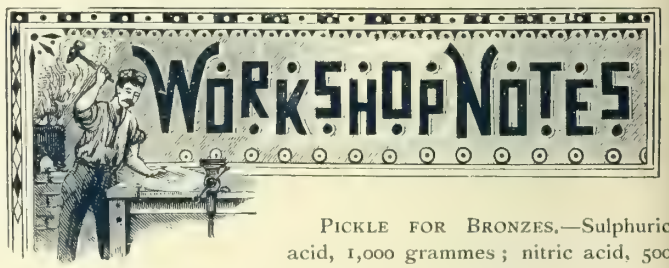
WATCHMAKER WANTED.—Must be a good salesman and capable of taking charge of watch repairing department. Must be temperate, single man preferred. Apply to A. Ross & Co., Port Arthur, Ont.

WANTED.—A young man with from two to five years' experience at watch, clock and jewelry repairing. First class references required, state experience and salary expected. Keetch Bros., Box 276, Sudbury, Ont.

WANTED—A young man, about 19 or 20 years of age with about two years' experience at watch and jewelry repairing. Must have his own tools, and one who is not looking for so much wages. Apply to Herman Urstadt, Waterloo, Ont.

WANTED.—A situation by a first-class watchmaker (10) ten years' practical experience, also good knowledge of jewelry repairing and engraving, full set of tools. Steady work more an object than wages. Address, Watchmaker, 193 Bank St., Ottawa.

WANTED.—A young man of three or four years' experience at watches, clocks and jewelry repairing. Man having the knowledge of optics preferred. Must also be a good salesman. First-class references required. Apply stating wages expected. J. E. Nettleton, Penetang, Ont.



PICKLE FOR BRONZES.—Sulphuric acid, 1,000 grammes; nitric acid, 500 grammes; soot, 10 grammes; sea salt, 5 grammes.

TO GIVE JEWELRY A HANDSOME COLOR.—Sea salt, 100 grammes; sal-ammoniac, 50 grammes; alum, 50 grammes; brass, burnt and reduced to powder, 50 grammes; saltpetre, 27 grammes. Reduce the whole to powder and make a paste of it by stirring with strong vinegar; apply to the object until the coat is dark, and then dip in water lightly acidulated with sulphuric acid.

ENGRAVING ON COPPER OR ZINC BY MEANS OF ACIDS.—First of all the plate must be well polished either with emery or with fine pumice stone, and after it has been dried with care, spread thereon a varnish composed of equal parts of yellow wax and essence of turpentine. The solution of the wax in the essence is accomplished in the cold; next a little oil of turpentine and some lampblack are added. This varnish, after having been applied, is allowed to dry, away from dust and humidity. When dry, trace with a very fine point the desired designs. Now make a border with modeling wax, so as to prevent the acid from running off. Pour on hydrochloric acid diluted with water if the plate is zinc, or nitric if the plate is of copper; allow the acid to act according to the desired depth of the engraving; wash several times and remove the varnish by heating the plate lightly. Wash with essence of turpentine and dry well in sawdust or in the stove. *Engraving in Relief*:—For this style of work proceed as above described with this difference: The designs which are to be in relief are traced before the engraving on the plate with the resist varnish instead of covering the plate entirely with it. These designs must be delicately executed and without laps, as the acid eats away all the parts not protected by the varnish.

J. H. JACKSON & CO.



Jewelry Engraving
and Enameling in all branches

Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and Ornamental Work.

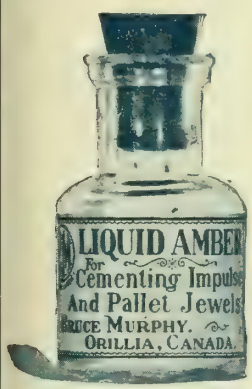
Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.



9½ Adelaide Street East, TORONTO.

LIQUID AMBER.



Liquid Amber is sold in Canada by the following list of well-known jobbers, alphabetically arranged:

P. W. Ellis & Co., Toronto and Montreal.
James Eastwood, New Glasgow, N.S.
E. & A. Gunther Co., Toronto.
J. A. Knox & Co., Toronto.
Levy Bros. Co., Limited, Hamilton.
H. R. Millard, Montreal.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glassware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.

Estimates furnished for Tower Clocks.

Jewelers' Security Alliance of Canada.

President:
GEO. PRINGLE, Guelph.
Vice-Presidents:
F. C. CLARINGBOWL, Hamilton. A. MOFFATT, Brantford.
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Treasurer:
BEN. CHAPMAN, Toronto.

1900 FEE FOR NEW MEMBERS $2.00.

SEND IN YOUR APPLICATION AT ONCE.
ED. BEETON, Secretary,
47 Adelaide Street East, TORONTO.

ALBERT KLEISER,

IMPORTER OF

Watchmakers' and Jewelers' Tools and Materials and GENUINE AMERICAN Watch Material.

WHAT I CAN GIVE YOU FOR FIVE DOLLARS:

1 doz. GENUINE WALTHAM Bal. Staffs.
½ doz. GENUINE WALTHAM Yoke Spgs.
1 doz. GENUINE WALTHAM A.K. Mainsprings.
1 grs. V.T.F. Beaded Label Watch Glasses, Genevas or Mi-Concaves in 1-16.
1 doz. best quality Lever Button Backs.
1 doz. fine Nickel Bows, assorted.
1 box 1,000 sheets Watch Paper.
1,000 best quality Watch Tags.

All the above goods guaranteed to be of the best quality or money refunded.

American made Balance Staffs for Elg. 18, 16, 6, 0 size,.....Gray finish, per doz. 75c.; polished, per doz. $1 00
American made Balance Staffs for Walt. 18, 16, 6, 0, 14 size Bond St. " " 75c. " " 1 00
Jewels for all sizes American Watches. Garnet..... " 50
" " " " Sapphire..... " 75
Ruby Pins, American assorted or separate sizes.....Per doz. 15c. Per grs. $1.50
See March TRADER for "Special" Genuine Waltham "A. K." Mainsprings, per doz. 75c.
Imitation Mainsprings for American Watches, " 50c.

I guarantee my gray finish staffs at 75c. to be equal in finish and fit to any $1.25 gray finish staffs made, and my polished staffs at $1.00 to be superior to any $1.25 gray finished staffs made. It will cost you nothing to try them. Send for sample doz. at 75c., and if they are not satisfactory return them and money will be refunded. I have sold over 25 grs. in the past two months and have not received one complaint.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over, and on orders for the North-west and Lower Provinces amounting to ten dollars or over.

Send orders direct as I do not send out travellers.

THE M. S. BROWN CO., LIMITED,

STREET RAILWAY CHAMBERS, MONTREAL.

Something new in Rings.

Our travellers are now showing a new line of seamless gold-filled rings, that will wear equal to solid, and are better value than the low karat, light-weight rings now being offered by some jobbers.
The line includes

Wedding Rings, Band Rings and Gypsy Rings.

Be sure you see our samples.

Watch Cases.

We are showing a new and attractive line of watch cases in Nickel, Silver, Filled and Gold, made by the Montreal Watch Case Co., which we guarantee to be equal in pattern and finish to any goods shown in Canada.

Repairs.

We are giving special attention to all kinds of repairs in jewelry for the trade only.
In watch repairs we have exceptional facilities, having both American and Swiss workmen for this purpose.
Send us your complicated repairs. We will do the work well and promptly.

The M. S. Brown Co., LIMITED, Montreal.



Headquarters For Standard Goods.

Good times call for good goods. When people have money they want merit. This is especially true when they invest in a life-time article, such as a gold watch case. We are sole agents in Canada for the celebrated

JAS. BOSS FILLED CASES,

the standard of the world, the best and most profitable watch case for jewelers to handle. The guarantees are as reliable as a Bank of England note, and the cases excel all others in merit and beauty.

Comprehensive supplies of

ELGIN AND WALTHAM MOVEMENTS.

SILVER AND GOLD JEWELRY.	CUT GLASS.
NOVELTIES.	FINE LEATHER GOODS.
DIAMOND GOODS.	CANES.
CLOCKS.	UMBRELLAS, ETC.

EVERYTHING THE JEWELER NEEDS IN HIS BUSINESS.

JAMES A. PITTS,

TEMPLE BUILDING, MONTREAL.

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

AND

Manufacturers' Agents.

Selling Agents for Ansonia Clock Company,
NEW YORK.
American Waltham Watch Company,
WALTHAM. MASS.
American Watch Case Co.,
TORONTO.
Roden Bros., Sterling Silver,
TORONTO.
Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.



Watch your Watch Stock

AND WHEN YOU ORDER GOLD FILLED CASES
ASK FOR

WADSWORTH

THE
T. H. LEE & SON CO.
LIMITED.
WATCHES,
DIAMONDS AND JEWELRY.
ROYAL INSURANCE BUILDINGS,
1 Wellington St. East, TORONTO.

SOLID GOLD ORNAMENTATION.

Factory and General Offices, Newport, Ky. New York Offices, 11 John St., Chicago Office, Columbus Bldg.

14k.



1138

0 and 6 Size.



1000

12 Size.



1047

16 and 18 Size.



1302

THE MOST ATTRACTIVE AND BEST SELLING GOODS YOU CAN HANDLE.
ELECTROTYPES FOR ADVERTISING PURPOSES FURNISHED ON APPLICATION.

The T. H. LEE & SON CO., Limited,

1 WELLINGTON STREET EAST,
TORONTO.

P. W. ELLIS & CO.,

31 WELLINGTON STREET EAST, TORONTO, CANADA.

SPECIAL AGENTS:

Omega Watches.
Waltham Watches.
Elgin Watches.
Ingersoll Watches.
Century Watches.
New England Watches.
Swiss Small Watches.
Trump Gents' Watches.
Trump Ladies' Watches.
Gun Metal Watch Cases.
Nickel Watch Cases.
Regal Sterling Silver Watch Cases.
American Gold Filled Watch Cases.
Canadian Gold Filled Watch Cases.
"Regal"
Solid 8-10k Gold Watch Cases.
" 10k " " "
" 14k " " "
" 18k " " "
Diamond and other Gem Se Solid Gold and Gold Filled Watch Cases.
Waterbury Clocks.
Mantel Clocks.
Box of 6 Eight-day Clocks for . . $22.80
Gem Nickel Alarm Clocks, each . . . 1.60
And many other Clock Specialties.

20th Century Jewelers' Herald.

An Up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald. Yours truly,

P. W. ELLIS & CO.,
Watch Department.

New England Watches.

New 14 Size Thin Model.

No. 14—Silver, E. T. Back $7.50 each
" 333—Nickel, Plain Back 3.80 each
" 343—Oxidized Steel. 5.00 each
" 333—Nickel, Plain Back, Card Dial ... 4.50 each
" 343—Oxidized Steel, Card Dial 5.50 each

The Oxidized Steel has Gilt Bow and Crown.

No. 343 is the lowest priced American 14 Size Black Steel Watch on the market and only $5.00 each.

Gents' Trump Line.

No. 11—Nickel, Plain Back ... $3.50
" 19—Nickel, E. T. and Engraved Back 3.50
" 21—Nickel, Scroll Engraved Back 3.50
" 29—Nickel E.T. Engraved Back 3 50
" 41—Glass Front and Back 3.50
" 1785—Black Steel, Plain Back 4 00

No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only $4 catalogue list.

Ladies' Trump Line.

No. 211 in Plain Nickel Case.. $4.40
" 213 in Fancy " " 4.40
" 223 in Engine Turned Case 4.40
" 301 in Plain or Engine Turned Gold Gilt Case. 5.00
" 313 in Fancy Engraved Gold Gilt Case 5.00
" 279 in Black Steel Plain Case 4.70
" 271 in Black Steel Plain Case 5.00

No. 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only $5.00 each.

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

Seth Thomas Movements.

The "Century" Movement.

18 Size, Open Face or Hunting.

DESCRIPTION.—18 Size, ¾ Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

Century, price for Movement $3.80

"Eagle" Movement.

6 Size, Open Face and Hunting, Lever Setting.

DESCRIPTION.—6 Size, ¾ Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

6 Size Eagle, price for Movement $5.90

"Eagle" Movement.

18 Size, Open Face or Hunting, Lever Setting.

DESCRIPTION —18 Size, ¾ Plate, 7 Jewel Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

18 Size Eagle, price for Movement., ... $4.70

Ingersoll Watches.

Complete New Price List.

Yankee, Nickel, plain back (new model) $2.00
Yankee, Gilt, plain back (new model) 2.00
Champion, Nickel, plain back, stem wind 2.40
Champion, Gilt, plain back, stem wind 2.40
Champion, Nickel, fancy back, stem wind 2.40
Champion, Gilt. fancy back, stem wind 2.40
Eclipse, Nickel, plain back, stem wind and stem set 2.80
Eclipse, Gilt, plain back, stem wind and stem set 2.80
Eclipse, Nickel, fancy back, stem wind and stem set 2.80
Eclipse, Gilt, fancy back, stem wind and stem set 2.80

New Line Ingersoll Watches.

Triumph, Silver Finish, plain back, stem wind and stem set $3.50
Triumph, Ozidized Black, plain back, stem wind and stem set .. 3.50

Bargain.

SPECIAL HERALD.—To give all customers a chance to see and examine these absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of $1.20 net.

Bargain.

Price for 1 dozen New Model Yankee Watches only $21.60, Less Trader Discount.



18 Size Hunting.
Engine Turned to Shield Case, same also made in Open Face.

Regal.

Plain Bassine Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting, 10 dwt	$19.5
0	"	14k	" 13 "	28.3
0	"	18k	" 16 "	39.5
6	"	10k	" 16 "	26.7
6	"	14k	" 19 "	37.9
6	"	18k	" 22 "	51.5
12	"	14k	" 30 "	55.5
12	"	18k	" 35 "	77.5
12	"	14k	Open Face, 25 dwt	55.0
12	"	18k	" " 30 "	75.00
16	"	14k	" " 33 "	67.80
16	"	18k	" " 40 "	95.00
16	"	14k	Hunting, 42 dwt	74.70
16	"	18k	" 48 "	103.50
18	"	14k	" 45 "	79.50
18	"	18k	" 55 "	117.50
18	"	14k	Open Face, 40 dwt	79.00
18	"	18k	" " 45 "	105.00

Subject to Herald Discounts.

See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting, 10 dwt	$19.50
0	"	14k	" 13 "	28.30
0	"	18k	" 16 "	39.50
6	"	10k	" 16 "	26.70
6	"	14k	" 19 "	37.90
6	"	18k	" 22 "	51.50
12	"	14k	" 30 "	55.50
12	"	18k	" 35 "	77.50
12	"	14k	Open Face, 25 dwt	55.00
12	"	18k	" " 30 "	75.00
16	"	14k	" " 33 "	67.80
16	"	18k	" " 40 "	95.00
16	"	14k	Hunting, 42 dwt	74.70
16	"	18k	" 48 "	103.50
18	"	14k	" 45 "	79.50
18	"	18k	" 55 "	117.50
18	"	14k	Open Face, 40 dwt	79.00
18	"	18k	" " 45 "	105.00

Subject to Herald Discounts.

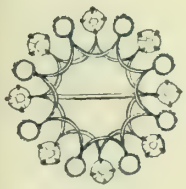
See Page 315H August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts. **Watch Department.**

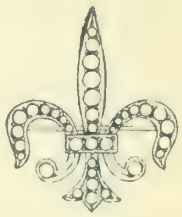
A FEW OF OUR STYLES.



NO. 74.



No. 211.



No. 141.

THE LARGEST

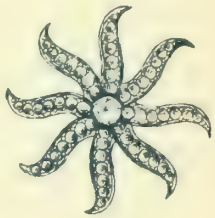
AND MOST VARIED
LINE OF

PEARL JEWELRY

IN CANADA.



No. 157.



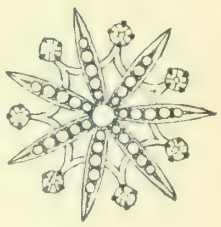
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No. 223.



No. 152.



No. 136.

H. & A. Saunders,

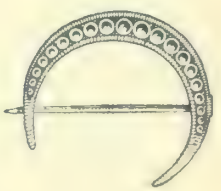
THE PIONEER
JEWELERS,

20 and 22 Adelaide Street West,

TORONTO.



No. 146.



No. 126.

THE TRADER

SAUNDERS, LORIE & CO.,

MANUFACTURERS OF

FINE GOLD AND SILVER

JEWELRY.

DEALERS IN DIAMONDS AND PRECIOUS STONES.

TELEPHONE 2028.

67 ADELAIDE ST. WEST,

Toronto, Ont., July 2nd, 1900.

Gentlemen,-

We have always in stock ready to deliver:

Diamond and Pearl Brooches from....	$5.00	to	$500.00
Precious Stone Rings from.....	3.00	to	300.00
Plain and Diamond set Links from...	3.00	to	30.00
Plain and Diamond set Lockets from.	1.00	to	40.00
Long Gold Chains, Necklets from....	3.75	to	40.00

We also keep a big assortment of loose stones, and are prepared to make up any design, no matter how expensive.

Yours very truly,

SAUNDERS, LORIE & CO.,

67 Adelaide St. West,

TORONTO.



TORONTO, ONT., JULY, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



CUSTOM FRAUDS.

THE Montreal and Toronto Boards of Trade have recently placed themselves upon record by memorializing the Government against the principle of settlement by compromise of frauds against the customs. They contend, and rightly we think, that where any firm is detected deliberately defrauding the customs, they should be dealt with to the utmost rigor of the law in order that the unfair and dishonest competition engendered by such practices should be thoroughly stamped out.

While it is true that the Government of the country suffers by reason of the loss to the revenue, it is equally true that the chief evil is that which is done to competing houses who pay the lawful rate of duty, and do their business honestly. The honest houses are badly handicapped in the keen competition for trade that now exists in almost every line, and it is little wonder that they register a decided kick when the Government of the country compromises with rascality instead of making an example whenever occasion offers. They regard compromising as simply putting a premium upon customs frauds, and take the ground very strongly that every case that is detected should in the interest of honest traders as well as the Government be pushed through as far as the law will allow.

They also take the ground that all such cases should be tried in the open court so that the evidence could be published broadcast through the Dominion, and in this way act as a deterrant to evildoers. In this contention, as in the others, we think they are quite right. Publicity is feared by such lawbreakers quite as much as fines, if not more, and if this were done, we are sure that the practice would speedily be reduced to a minimum if it were not entirely eradicated.

CANADA SHOULD BE WIDE-AWAKE.

THE end of the South African war, which has raged for the past eight months, is now reasonably within sight, and the prospects are that under the inspiration of British laws and British freedom of trade, South Africa will experience a business boom such as it has never known before, even in the palmy days of its gold fields and diamond mines.

We notice that the manufacturers of the United States are busily preparing to "go in and possess the land," in a mercantile sense; in other words they see a good opening there for American products, and are wide enough awake to endeavor to try and place as many of their goods there as possible. While this is quite right and commendable, it should not fail to act as a warning and an incentive to Canadian manufacturers to go and do likewise. The relations between the South African Colonies and Canada were never so intimate and cordial as they are to-day, on account of the hearty and spontaneous way in which Canadians have come forward to help their fellow colonists in that part of the Empire to support law and order, and uphold the honor of the British flag. Blood is thicker than water, and our ties of blood relationship and mutual dangers shared, to say nothing of our splendid fellows who have sacrificed their lives for British connection and been laid to rest in African soil; all these have helped to form a bond of fellowship and union which will be hard to break.

Although Canada has not engaged in the present war from any motives of gain, it would be folly on our part not to take advantage of the improved relations which must result from this action to improve our trade with our fellow subjects in that part of the Empire. We produce much that they have got to purchase from some other country, and they may just as well do so from Canadians as from any other people, that is if we can sell them of as good quality and as cheap; which we must do if we are to build up a permanent trade with them.

In this connection also we think the time will soon be opportune for the Canadian Government to take the initiative in endeavoring to obtain reciprocal preferential trade relations between Canada and every other part of the British Empire with which we can arrange to our mutual advantage. If the British Empire is to be an empire in anything else thanin name, a strong effort should be made in the near future to get the great self-governing colonies, notably Canada, Australia, New Zealand and South African Colonies to give a mutual preference to each other on any products which they can exchange without detriment to their own people.

Certainly the manufacturers and agriculturalists of these colonies should have a preference over any and all foreigners in each others' markets, and this would not only help to build up these outlying parts of the Empire, but draw them more closely together by the bonds of mutual interest. Trade is supposed to follow the flag in any event, but it would certainly flow more freely and in greater volume if some of the tariff impediments were removed in favor of people of the same nationality. Canada, Australia, New Zealand and the South African Colonies have to-day mutual interests such as never existed before, and the time is certainly opportune for the discussion of this further bond of reciprocal preferential trade between them.

The feeling is gaining ground in many quarters that the colonies should impose a protective tariff as against the world in general, but whatever scale of duties they adopt they should adjust it so as to be able to offer a real preference to the other parts of the Empire with whom they may enter into reciprocal relations, and still retain sufficient protection for their own producers. In this way, not only would there be reciprocal preferential trade between the colonies to their mutual advantage, but the producers of each colony would have adequate protection as against all outsiders, even those within the Empire.

In regard to the relations between the colonies and the Mother Country, we think that all of them should allow Great Britain a reasonable amount of tariff preference as Canada has already done, without any *quid pro quo*, but simply out of gratitude and affection, for certainly if the colonies owe anything to any nation it is to the mother country from which they sprang and who has given ungrudgingly of both her blood and treasure to help to place them in their present positions.

Beyond this initial or preliminary preference given to the Mother Country gratis, the colonies should make a united effort to obtain reciprocal preferential trade between themselves and her, under which they would all give British products an additional tariff preference in consideration of Great Britain placing a small tax upon foreign products, and admitting those from her colonies free.

Some people think that this plan is impossible, and that the people of Great Britain would never consent to tax themselves for any such object. This is only an opinion, however, and what the people of the Mother Country will or will not do in the premises, can only be learned after the matter has been properly and thoroughly discussed with them. We are satisfied that if a few good colonial speakers like Dr. George E. Parkin and Lt.-Col. Denison, who thoroughly understand the subject, were to hold public meetings in all the industrial centres of Great Britain and explain the details, and the reasons for the colonies' request, that a great change in the public sentiment would speedily be brought about. The repeal of the British Corn Laws was brought about by the efforts of Cobden and Bright to enlighten the people in just this manner, and what they did once can be done again, if the cause is a reasonable and a just one, as we think this is.

As we have already said the present war has brought the people of the Empire closer together than they have ever been before, and if they are not ready for a full measure of reciprocal preferential trade at once, the way has at least been paved for a full and a fair discussion of its merits.

The meetings of the Boards of Trade throughout the British Empire will be held at London, England, during June, and we shall be very much mistaken if this subject does not form the basis of the principal discussion during that important and influential gathering. The resolution of the Toronto Board of Trade, which has been endorsed by nearly every other Board of Trade in Canada, is the first matter to be brought before the meeting, and will doubtless serve to elicit fully and freely the sentiments of the representatives of the British Boards of Trade as well as those of the various colonies, who will be represented there. The result of this discussion will be awaited with interest by Canadians generally.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

Most of us consider precious stones desirable possessions, and for various reasons some of us love them, and wear them for the same reason that the savage loves and wears gaudy pieces of cloth, because they make a brave show of color and glitter; and some of us love them not so much for their æsthetic qualities, but because they represent wealth. It is said that the late Henry Ward Beecher was in the habit of carrying an assortment of stones about in his vest pocket, and whose satisfaction was in turning diamonds, rubies, amethysts, opals, turquoises, emeralds, and what not, over and over in his hands and watching the play of light upon them at every favorable opportunity. This form of dealing with precious stones would appeal to the lover of the beautiful, but the merely commercial man would scarcely find his profit in it. The latter individual likes to see them nicely cut and mounted and reposing in an attractive show case, where they may tempt the passers-by to exchange their gold for them. One class of merchant, however, to wit, a smuggler, (a very shady sort of merchant, if, indeed, merchant he may be called), is even more secretive than the connoisseur, and he hides his possessions in boots

and belts and all sorts of dark and out of the way places, until he considers it safe to bring them to the light and dispose of them at an added and illegal profit. That is, if he is not "cotched" beforehand. In the case of smuggling diamonds into the United States, the reward of success is 10 per cent., the penalty of failure is confiscation, a fine of twice the value of the property, and, further, the chance of imprisonment. All this is preliminary to the little story of Max La Sar, a diamond "merchant" not unknown in New York and Europe, who recently, it is charged, tried hard to smuggle about $100,000 worth of diamonds across the border, and failed in the attempt. Had he been successful, his 10 per cent. extra profit would have netted him about $10,000, a very tidy sum; as he has failed, however, he loses about $300,000, and incurs the risk of becoming a regular lodger in the penitentiary; so that, really, taking everything into consideration, the game does not appear to be worth the candle. That the plot failed is to be attributed to the shrewdness and the good memory of Mr. E. H. Twohey, Deputy Collector of United States Customs, in Montreal. Among Mr. Twohey's duties is that of a general supervision of the passengers arriving in port by the large transatlantic liners, and therefore he was on hand when the Dominion line steamer "Dominion" steamed into the harbor on Sunday night, June 10. The usual bustle ensued when the steamer had tied up at her wharf and the gangways were let down, and the usual crowd was present, either out of curiosity or awaiting the arrival of friends and relatives. Mr. Twohey had no one to see in particular, but he kept an eye upon all the passengers, on general principles, and in the way of business, and presently he was rewarded. His reward came in the person of Mr. Max La Sar, with whose reputation as a skillful "carrier" of diamonds Mr. Twohey was perfectly well acquainted. Mr. Le Sar, of New York, was accompanied by a friend, and these two, after securing their baggage, drove to the St. James Hotel. Mr. Twohey followed them. At the hotel they registered as J. Max, of Boston, and D. P. Vandandaigne, of Eastman, Que. As "Max" hailed from New York, and as Vandandaigne's baggage described him as belonging to Coaticook, the deputy collector's suspicions were confirmed and he determined not to lose sight of them. On the Monday morning, the pair left for Toronto, and Mr. Twohey sat next them in the car, presumably fast asleep. He was never, however, more wide awake, and, as his next door neighbors whispered rather indiscreetly, he "overheard things." The result was that, upon arriving in Toronto, he met Mr. E. C. Lewis, special agent of the United States Treasury Department, and thereafter Mr. Lewis followed the scent, and ran the pair to earth at Niagara Falls. Mr. Lewis challenged them after they had passed the Custom House without declaring anything, and upon being searched, there was found in a belt around La Sar's body a quantity of diamonds of a value in the neighborhood of $100,000. La Sar was arrested, and "Dr." P. Van Dandaigne is under "observation." Two other persons were also arrested who have not previously figured in the story, these were Mr. Victor Pilon and his wife, who only met La Sar on the journey, and who almost certainly played an innocent part in the trickery of one or both of their travelling companions. Mr. Pilon is a son of Mr. J. B. Pilon, with whom he is in partnership in an undertaking business at 2515 Notre Dame Street, Montreal. Mr. Pilon and Miss Blanche Depatie were married on the Monday morning, and immediately left on a trip to Toronto, Niagara Falls and Buffalo. While in the station, the father of the bride became acquainted with La Sar and Dr. Van Dandaigne and he introduced them to the newly-married pair. They left on the same train, and La Sar told them he had a present to make them, but as he wanted the nature of it to be a surprise, he did not want them to open the package containing it until they had reached the United States. The arrest of this unfortunate couple was rather an inauspicious beginning to a honeymoon, but time will smooth the unpleasantness of the remembrance, and the lesson not to be too confiding with strangers is not likely to be lost. The arrest of La Sar will probably have the effect of checking diamond smuggling between Canada and the United States, for a time, at least. This "industry" is said to have been in an exceedingly flourishing condition of late.

A demand of assignment has been made upon Mr. Noe Roy, jeweler, St. Remi, Que.

The American Eye Glass Institute has opened an office at the corner of St. Catherine and Cadieux Streets, Montreal.

Mr. W. J. Clarke, the proprietor of the novelty and fancy goods stall on the summit of Mount Royal, has just published a most attractive souvenir of Montreal. It contains one hundred illustrations of the best class, and an interesting historical introduction by Dr. W. H. Drummond.

It is officially announced that No. 7610, Private G. H. Bolt, Royal Canadian Regiment, died of enteric fever at Naauwpoort, on June 1. Private Bolt was a member of No. 3 Company of the Victoria Rifles, and was a great favorite with all his militia comrades. He was an excellent shot, and had won several prizes at the ranges and at the Provincial meets. He was the son of Mr. J. T. Bolt, the well-known jeweler of St. Catherine Street, and was a fine athlete. His death has caused very general expressions of regret, and his father and relatives have the deep sympathy of the public. He was a gallant son of the Empire and he has laid down his life for it.

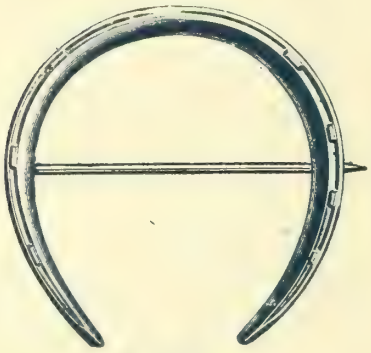
The Hon. Senator J. R. Gowan, of Barrie, Ont., has recently had manufactured by Messrs. Henry Birks & Sons, of Montreal, a very magnificent solid silver challenge cup standing eighteen inches high and of massive and graceful style. This cup is to be competed for annually by the regiments of Military Districts 1, 2, 3, and 4, during the annual training, on conditions of competition approved by Major-General Hutton, C.B., lately commanding the Canadian militia. The name of the ex-commander of the forces appears on the cup owing to its having been arranged for during his term of office. The cup was ordered last December, but owing to Senator Gowan being ill, was not completed until recently.

At the annual meeting of the Dominion Lighting and Heating Co., Mr. R. A. Dickson, jeweler, of Montreal, was elected a director.

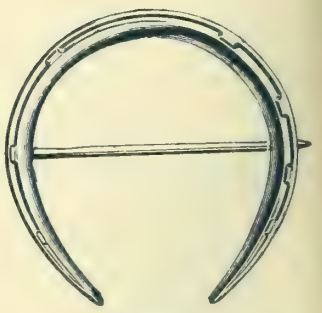
Mr. Joseph B. Tasker, of the Joseph B. Tasker Co., assayers, gold and silver refiners, Toronto, paid a visit to the Tom Tiddler's ground of Montreal recently, and, as usual



No. 671.



No. 670.



No. 669.



No. 673.

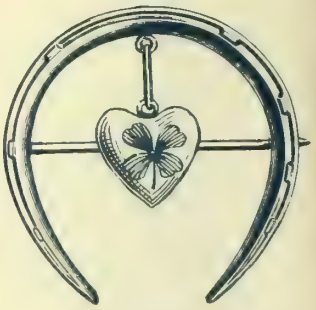
HORSE SHOE BROOCHES.

THE LATEST POPULAR NOVELTY
MADE IN

STERLING SILVER

AND

STERLING SILVER GILT.



No. 672.

STERLING SILVER HEART BANGLES.



1799.
PLAIN.



1798.
EMBOSSED.



1792.
ENAMELED.
Green.



1793.
ENAMELED.
Autumn Tints.



1813.
ENAMELED.

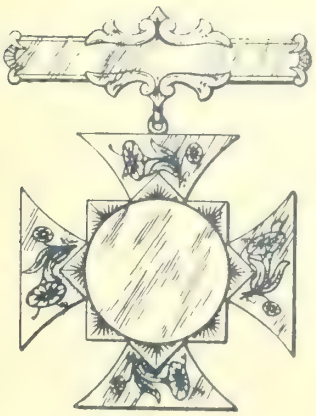


1812.
ENAMELED.



1794.
ENAMELED.

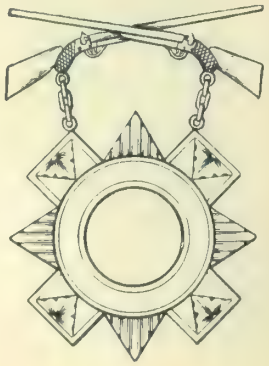
MEDALS AT ALL PRICES.



REGISTERED



TRADE MARK



Geo. H. Lees & Co.,

JEWELRY MANUFACTURERS,

HAMILTON, ONT.

YOU ARE TO BE THE JUDGE.

BY saying that you are to be the judge, we do not intend to cast any reflection on our own ability. We believe that by our ten years of experience, and by the large and increasing quantity of OLD GOLD coming daily into our hands, we have become qualified to accurately test and value it, and further, we endeavor to conduct every transaction with the strictest honesty, NEVERTHELESS, you are to be the judge as to whether the amount offered is satisfactory to you. Immediately a consignment is received it is accurately tested, and a cheque or money order sent by first mail. If our offer is not fully satisfactory to you the parcel will be returned in the same condition as received. The goods remain yours until our offer is accepted, so that you run no risk of not getting full satisfaction.

No one could conduct this business on a more economical basis, for we are at NO EXPENSE (other than this advertisement), of soliciting consignments, and by using the REFINED GOLD in our own factory we are at no expense in disposing of it. The profits after deducting the cost of refining are very slight, but we must buy gold in any event, and we are satisfied to make a percentage, however small.

Many jewelers have been continually sending their Old Gold to us ever since we began the refining business, and the number of patrons is constantly increasing. We have many complimentary replies from jewelers in every part of Canada, proving that we give satisfactory returns. It has paid them to send their Old Gold to us. Why not you?

WE PAY FOR OLD GOLD AS FOLLOWS, NET CASH:

6 K., 24 cents.	10 K., 40 cents.	14 K., 56 cents.	18 K., 72 cents.
7 K., 28 "	11 K., 44 "	15 K., 60 "	20 K., 80 "
8 K., 32 "	12 K., 48 "	16 K., 64 "	21 K., 84 "
9 K., 36 "	13 K., 52 "	17 K., 68 "	22 K., 88 "

TESTS FOR GOLD.

For testing 18k., take 2 oz. of chemically pure nitric acid and add 2 drops of muriatic acid. This will not affect 18k. but will leave a brown mark on 14k. C. P. nitric acid alone will not affect 14k. but will attack any lower quality, the effect being greater and leaving a darker mark the lower the quality.

Acids should be mixed frequently. Old acids lose their strength and cannot be relied upon.

TESTS FOR SILVER.

Water, 2 oz.; sulphuric acid, 2 drs.; powdered bichromate of potash, 4 dwt. A drop of this mixture placed on Sterling Silver will turn a bright blood red; on lower qualities a duller red. On no other metal will it turn this color.

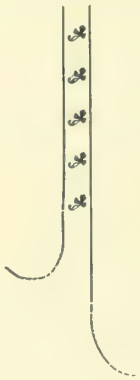
With a little experimenting and experience any jeweler may become fairly expert in making these tests. Care should be taken to always scrape the spot to be tested as there may be plating on the surface, and also grease, which would not allow the acid to work.

Great care should be taken in buying cases as frequently the lids are of a good quality of gold while the body is of a low quality, and sometimes only plated.

GEO. H. LEES & CO.,

Gold Refiners, HAMILTON, ONT.

Every Jeweler



Should keep his valuables over night in one of our

CHROME STEEL LINED

Jewelers" Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

J. & J. Taylor,

Toronto Safe Works,

Toronto.

upon these occasions, succeeded in picking up some gold and silver.

Among those who paid their last respects to the remains of the late F. Wolferstan Thomas, general manager of The Molson's Bank, were Messrs. Henry Birks and H. A. Nelson.

Prof. McLeod, of McGill University, superintendent of the time service of the Grand Trunk Railway, has been spending a much needed vacation in Florida.

In the early morning of May 30, an attempt was made to break into the jewelry store of Mr. Richard Hemsley, Notre Dame Street. The attempt to enter the premises was made upon a door which is connected with the office of the Dominion Burglary Company by burglar alarm wires. The alarm being given, Constable Baker, of the company, was soon upon the spot, and he succeeded in capturing one of the two would-be burglars. This man, Frank Ford, a fireman, was brought before the court and pleaded not guilty to the offence, and he was remanded pending the arrest of his companion.

About ten o'clock on the morning of May 30, a fire broke out in the hay-loft at the rear of the residence of Mr. William Eaves, jewelry jobber, 15 Dubord Street. The eastern division of the Montreal Fire Brigade responded to the alarm, and after pouring a plenteous stream of water upon the blaze, which threatened to be dangerous, succeeded in putting it out. The barn was seriously damaged by fire and water.

Several new customs regulations affecting the importer have been issued during the past month. The new regulation respecting duplicate invoices requires that one shall be filed at the port of entry and that one shall be forwarded to the Department of Customs, Ottawa. This will require that importers shall be provided with triplicate invoices, so as to retain one, and arrangements with this end in view should be made. Another important change provides that the bill of lading for the transportation of goods exported to Canada shall show the ultimate destination of the goods, from the place of original shipment, to be a port in Canada, without any contingency of diversion, and the goods shall not be entered for consumption or for warehouse, or remain for any purpose other than their transhipment or transit in any intermediate country. Therefore, exporters of goods from England to Montreal, or other Canadian cities, must have this shown plainly on the bill of lading, otherwise if the goods are consigned *via* New York, the rebate of 33⅓ per cent. will be refused.

All the fools are not dead yet, and Napoleon Lamarche, who calls himself a "trader," of Cadieux Street, Montreal, is well aware of the fact, and lives by his knowledge of it. Recently he sold "a man from the country" a watch for $12, claiming that it was a gold one worth $70, and that he was practically giving it away, as he was penniless, and his wife was waiting at the station to go home to the United States, and he hadn't the money to pay the fare, etc., etc. In fact, the same old story. Of course, the ticker was of practically no value whatever, and now the conquering Napoleon is to appear before the Court of Queen's Bench, to answer to the charge of obtaining money by false pretences. There he is likely to meet his Waterloo.

On Sunday evening, June 17, the Victoria Rifles attended a memorial service at Sherbrooke Street Methodist Church, in honor of the late Private Bolt, the deceased having been a member of the congregation. The pulpit was draped in black, over which was hung the Union Jack, and in front a shield, with the inscription, "For Queen and Empire." The musical service was very beautiful and the sermon most powerful and pathetic.

Mr. Richard Hemsley and family are once again established in their delightful summer residence at Lakeside.

HOCHELAGA.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

H. S. A., Que. "Can a patient be hyperopic and have myopic astigmatism, or be myopia and have hyperopic astigmatism?"

A patient may have hyperopia in one meridian of the eye, and myopia in the meridian at right angles. Such cases are called mixed astigmatism. The hyperopia in such cases is developed and corrected by a spherical convex lens, while the astigmatism is corrected by a concave-cylindrical lens. The concave-cylinder will be stronger than the convex-spherical, and also to correct the myopia. For instance, if a given case of mixed astigmatism requires a plus 2ds combined with minus 4dc, axis 180 degrees, we would have a case of mixed astigmatism of 2d diopters of myopia. In the vertical meridian of the eye, the minus four cylinder after neutralizing the plus 2 spherical, corrects the 2d of myopia. Some opticians after spending considerable time on such cases as this, finally fit the case with cross-cylinders. It is, however, much better to be guided by a reliable system of examinations, and fit such cases with a sphero-cylinder as we have stated above.

T. E., Ont. "A patient, a lady, complains of severe headaches. I have examined her eyes very carefully and fitted the necessary glasses. She has no muscle trouble of any kind. After wearing the glasses for a week, she complains her headaches are as bad as before. Can you give me any light on this subject?"

Presuming that you have corrected visional defects without affording any relief to the patient, we are of opinion that the headaches are due to some other cause than the eyes. But what that cause may be, we cannot form an opinion from the description which you give of the case. It may be well for you to remember that there are many causes for headaches aside from defective eyes, also that it is not wise to promise to cure all cases of headaches with glasses. We have met with cases in which there was three diopters of latent hyperopia, and in others from twenty or thirty degrees of latent srabismus, and yet the patients made no complaint of any kind regarding

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

their general health, eyes, or headaches. They wished their eyes examined merely to ascertain if they were perfect. In such cases it is wiser to advise that nothing be done until some trouble is experienced.

B. R., Ont. "I have a patient, a girl twelve years of age, who has an unusually large pupil in the right eye. She requires weak convex glasses to correct a slight hyperopia, but for reading requires them somewhat stronger in front of the left eye. The right eye can read with the distant glass without any trouble, but the left eye requires a convex-spherical, three diopters stronger than the distant lens. What do you think is the trouble?"

This is evidently a case of accommodative asthenophia or partial paralysis of the accommodation of the left eye. The condition was most probably brought about by disuse of the left eye for near vision. Exceptional cases of this kind are met with in which the patient will apparently use both eyes for reading but really uses only one. Through continuous use of the eyes in this manner, one of them, and presumably the left one in this case, will lose its accommodative power for lack of use. A short course of daily treatment with a weak solution of eserine, coupled with active exercise of the accommodation of the eye, will soon restore the normal strength. In the absence of treatment reading with the left eye alone for 20 or 30 minutes each day would in the course of several weeks or months reach an equally good result. In beginning the exercise the patient should read the smallest print that could be read distinctly by the eye if necessary, beginning with newspaper advertisements or any print large enough to be read.

A. C., Ont "Why is it almost universal to try convex-cylinders first whether the patient has hyperopia or myopia?"

The origin of correcting by trying a convex-cylinder first was probably due to the fact that a weak concave-cylinder, whether it is needed or not, will, in the majority of instances, improve vision slightly. Consequently it was found by experience to be advisable to try convex-cylinders first. The convex-cylinder will not bring the accommodation into play, whilst the concave-cylinder, if it is not required or if it is an over-correction, will, in an eye that has not been mydriatized, bring the accommodation into play. On account of the great tendency of the accommodation to contract and relax, it is always advisable as far as possible to avoid calling it into action.

ON AN OPTICAL CAUSE OF DEFECTIVE CARRIAGE.

Dr. G. C. Savage says in an article in the *Ophthalmic Record*:

It has long been a matter of observation that some people, without any desire to put on airs, carry the head tilted to one shoulder. Stevens first pointed out the fact that they were hyperphorics, and that the head was tilted toward the opposite side, i. e., towards the shoulder corresponding to the cataphoric eye. Stevens and others who have written about this phenomenon have said that reason would suggest a titling towards the hyperhoric eye, but that in this instance, the facts stood opposed to the reasoning. All agree that the patient is helped by the tilting, else the habit would never have been established. Hansell and Reber, in their book on Muscle Anomalies, offer an "explanation" which does not explain. These are their words:—

"The head is usually tilted towards the shoulder opposite to the hyperphoric eye, a statement that may sound strange, but when it is remembered that in right hyperphoria the image is really seen lower by the right eye, it naturally follows that the head must be tilted towards the left shoulder if the images are to be brought to a level and binocular vision thus rendered an unconscious act."

In binocular fixation the object as seen by one eye is not lower than the same object seen by the other eye, else there would be a diplopia which would contradict binocular fixation. There is a tendency toward diplopia, as the word hyperphoria (an upward tending of the eye, a downward tending of the object seen) indicates. It is to counteract or lessen this tendency to diplopia that this tilting takes place.

All hyperphorics do not tilt the head toward the cataphoric side, many walking with head erect, while some tilt the head towards the hyperphoric side. If counteracting this tendency has to be affected alone by the inferior rectus of the hyperphoric eye and the superior rectus of the cataphoric eye, these would be hindered and not helped by carrying the head towards the cataphoric side; but they would be helped, that is, could oppose more easily their stronger antagonists–by tilting the head toward the hyperphoric side. Help does not come from tilting the head towards the cataphoric eye, but in what cases and how?

In every case of persistent tilting of the head towards the cataphoric side there is more or less marked insufficiency of the superior obliques (Savage), latent plus tortion (Maddox), plus declination (Stevens), complicating the hyperphoria. In these cases, and these only, the tilting of the head is helpful. The hyperphoric eye elevated, the weak inferior rectus is helped in its effort to bring the visual axis down to the object of fixation by the superior oblique muscle, which, as is well known is a depressor of the anterior pole of the eye by means of elevating the posterior pole. This posterior pole of the eye elevated, the torsional power of the superior oblique is greatly augmented. This, being more than enough to counteract the plus tortional effect of the acting weak inferior rectus, tilts the naturally vertical meridian of this eye toward the nose (minus torsion or declination).

The cataphoric eye made lower by this peculiar tilting of the head must have its visual axis elevated by the contracting of the weak superior rectus, aided by the strong inferior oblique, whose torsional power, though lessened by position (elevated posterior pole), is still more than enough to counteract the minus torsional effect of contraction of the weak superior rectus, and the naturally vertical meridian of this eye is given a plus position (leaning at the top away from the meridian plane of the head), but parallel with the naturally verticle meridian of the other eye, which, as already shown, now has a minus position (leaning at the top towards the meridian of the head).

In this position of the head, the obliques (superior of the hyperhoric eye and inferior of the cataphoric eye) not only help the inferior rectus of the hyperhoric eye and the superior

The Cohen Brothers, Limited,

Announce that they have for sale the

Ophthalmometer

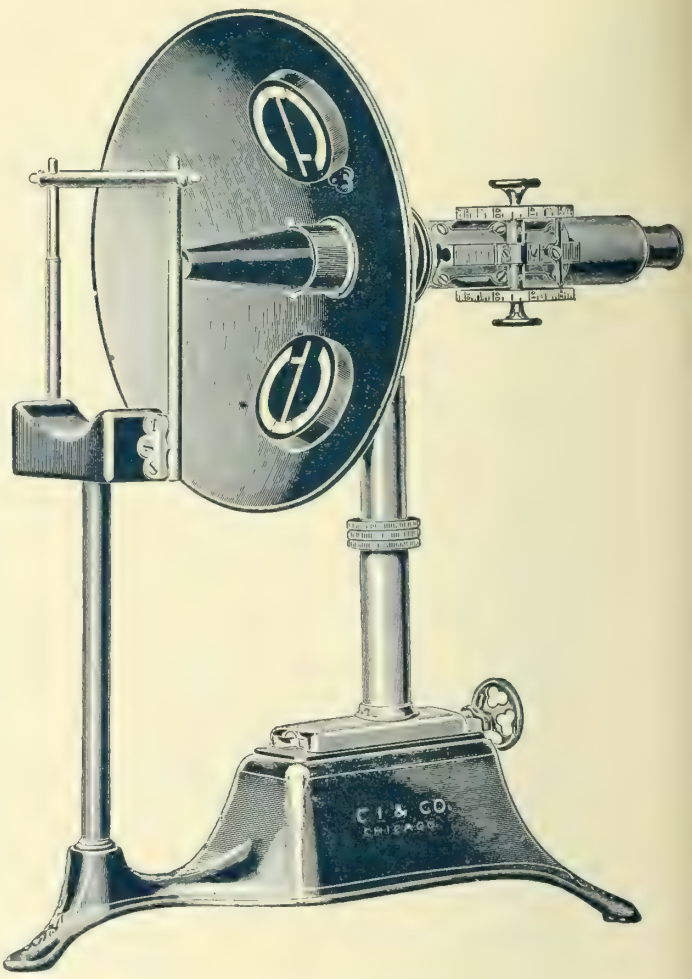
OF

Chambers, Inskeep & Co.,

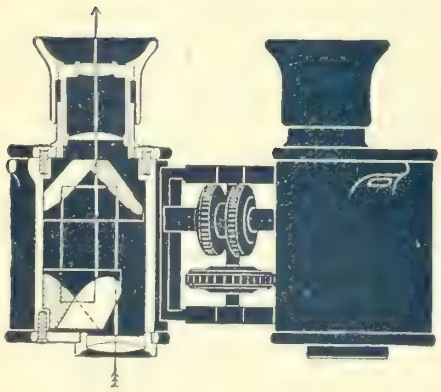
the special features of which are

Stationary Self Illuminous Mires with Moving Prisms.

Those interested would do well to write for booklet.



We also have for sale



The Trieder Binoculars

In 3, 6, 9 and 12 Powers.

Those having customers interested in high grade field-glasses should communicate with us.

The Cohen Brothers, Limited,

Toronto, Canada.

Canadian Ophthalmic College of Toronto.

Has been established by and is in connection with The Cohen Brothers.

It is a business venture of business men for business purposes.

It is the trade of the newly created and rapidly developing business that is sought, and the connection thus weilded during the course naturally remains steadfast.

The gratified student becomes a prospering and profitable customer.

The motto of the College, "Once a student, always a student," assures him that the knowledge and experience of the College staff are at his disposal through all his future trials.

The Canadian Ophthalmic College could not afford to give an indifferent course.

Interest does not end with the tuition fee.

A practical course is essential.

Students must be supplied not only with a theoretical training but with an abundance of practical knowledge of the spectacle-selling, dollar-making kind.

Prospectus and testimonials furnished on application.

For further particulars, address

L. G. AMSDEN, 24 Adelaide Street West, Toronto.

NEXT CLASS, JULY 30th, 1900.

THE LEDOS MANUFACTURING CO.,

34 and 36 Pearl St., NEWARK, N.J., U.S.A.

Manufacturers of

Watch Case Materials and Jewelers' Findings, Crowns, Pendants, Bows, Solders, Fine Enamels, etc.

NO MORE BREAKING OF SLEEVES IF YOU USE THESE CELEBRATED SLEEVE TIPS.

ASK YOUR JOBBER FOR OUR GOODS.

SLEEVE TIPS.



For 18s, 16s, 12s, 6s, 0s Size

Sent Free By Mail.

Ladies' or Gents' superb ivory handled knife, or gold plated chain, or beautiful plated scissors, or latest pocket books, or silver butter knife or sugar spoon, or five sheets of latest music and hundreds of beautiful novelties of merit (no space to mention here) free with one dollar mail order of our famous any price teas or coffees, cocoas, baking-powder, chocolate, pepper, mustard, ginger, etc., at 25c., 30c., 35c. and 40c. a pound.

A $2.00 order by mail gets you any two articles in the $1.00 list or ½ doz. heavy plated silver forks, or tea, table, or dessert spoons, or ½ doz. granite pie plates, or large sauce dish, preserving kettle or splendid large tea or coffee pot, all Davidson's famous graniteware. Your choice.

Trial order will convince you of the saving and exceptional quality. Agents wanted. Stamp for big price list. Write to us. Select your prize or we will for you. 3 and 4 lbs. order of anything $1.00, 6 lbs. and 8 lbs. order $2.00. Mention what you want, teas or coffees, or some of each.

GREAT PACIFIC TEA CO.,
1464 St. Catherine St., Montreal, Que.



DETROIT OPTICAL INSTITUTE.

The best course of Personal or Correspondence Optical Instruction for beginners or advanced students. Established 14 years.

FOR PARTICULARS ADDRESS

JOHN S. OWEN, M.D., PRINCIPAL,

23 EAST ADAMS AVE., DETROIT, MICH.

The Canadian College of Optics

Has inaugurated a Correspondence Course for students, which covers the work completely taken up at the College. One fee pays for both. This allows you to get up the work at home and attend the College at your leisure.

The next course at the College will commence the last week in August or first week of September. Exact date will be given in next Trader.

Speaking of the **Correspondence Course**——

H. W. MITCHELL, of Prince Albert, Sask., says :

"I am more than pleased with it."

FOR PARTICULARS WRITE THE PRINCIPAL,

DR. W. E. HAMILL,

11 KING STREET WEST, TORONTO.

If you want

Every Jeweler in Canada

to know the merits of your goods

Advertise in **The Trader.**

rectus of the cataphoric eye to control the visual axes, so as to make them intersect at the point of fixation, but they are also better able to maintain parallelism of the naturally vertical meridians, in their forced declination towards the cataphoric side.

So long as the hyperphoria remains uncorrected the axes of astigmatic lenses should be shifted so as to correspond with the declinations of the retinal meridians.

THE ABSORPTION OF CATARACT.

Kalish, after treatment of a large number of eyes, reports (*Medical News*) excellent results from his method of conjoined manipulation and instillation in uncomplicated, immature cataract. He believes that senility is rarely a direct but may be a predisposing cause of the disease. Two great factors enter into its production—interference with the nourishment of the lens and eye strain. A deficient blood supply and perversion of the circulatory aliment have a direct causative bearing. Often faulty digestion with consequent intestinal auto-infection may furnish the explanation. The following conclusions may be drawn as to treatment:

1. Immature cataract may be regarded as a largely preventable disease.

2. It may, by properly directed treatment, local and constitutional, be prevented, arrested, retarded or cured.

3 The circulation of the blood must be regulated.

4. The faulty digestion must be rectified.

5. Constant supervision of the eye must be maintained by a competent ophthalmogist, that eye strain be relieved, and all changes in refraction be promptly remedied.

6. Treatment by conjoined manipulation and instillation should be instituted at the earliest possible moment.

7. Finally, if local and constitutional treatment should not provoke a favorable issue they will establish a more nearly normal state of the ocular tissues, and if an operation be found necessary, this improved condition of the ocular structures will ensure a large degree of success.—*Medical Standard, February, 1900.*

AN OPTICAL CENTENARY.

The year 1900 marks the 100th anniversary of the foundation of the optical industry in Rathenow, and with it the firm of Busch known as "The Rathenower Optische Industrie Anstalt," and thus forms an interesting page in optical history. The Rathenow industry owes its origin to the work of a clergyman, August Duncker, who having been appointed to the pastorate of the then small agricultural village of Rathenow and having some knowledge of and interest in optics, obtained permission to grind lenses, etc., in order to augment his income and that of the parish so that the needs of the poor might be more plentifully supplied.

Thus commenced an industry which has made the town of Rathenow famous and given employment to thousands of men and women during the past 100 years, about 7,000 men being now employed.

The parson, as time went on, handed the business over to his son Edward, who commenced the work of optical construction upon scientific basis, a considerable increase being made in the business, so that when Emil Busch, the nephew of Edward Duncker, came into the business he found seventy men in employment. From this time the business developed in a rapid way, and a reputation was built up by the really original creations and discoveries of this man, which earned him the title of Councillor of Commerce. To him is accorded the credit of having first constructed a Petzval lens corrected for Achromatism, and his later production, the "Pantoscop," a very wide-angle photo lens, which stands even to this day unrivalled for certain kinds of photographic work. He also commenced the manufacture of telescopes, field and opera glasses, and the firm was soon busily engaged in this department on behalf of the Governments of Germany, Russia and Austria, who have been large buyers of the glasses, which experience in many hard campaigns has proved to be of first-class optical and mechanical construction.

Emil Busch, having no son to succeed him, sold the business to a company, now known as the Rathenower Optische Industrie Anstalt. Since the foundation of the industry by this firm, many competitive houses have grown up, but the factory started in such a remarkable way by a clergyman, and carried on later by Emil Busch, still maintains its reputation for first-class optical work, and has added very considerably to that reputation during the past few years by the production of their Aplanat photo lenses and field glasses, etc., which have been made known in this country largely through the agency of Mr. Henry F. Purser, of 33 Hatton-garden, London. The centenary festivities are to be held in August of this year, when the whole population of Rathenow and many scattered over the country will take part in various events expressing their gratitude to the founder and successors of the optical industry, who have done so much to raise the once unknown village to a position of world-wide renown. Among the items forming the festival programme will be the unveiling of a monument of August Duncker and Emil Busch.

A Unique Meteorological Clock.—Sir William H. Bailey, of Sale Hall, is presenting to the new Sale Park a meteorological clock, which, it is said, is to be an improvement upon any similar apparatus of the kind in the country. This clock will indicate the time on a large dial, and the movement, we understand, will also actuate a drum upon which there will be graphic diagrams of the fluctuations of the barometer, the direction of the wind, the rainfall, the variations of temperature, the diagrams giving a weekly record. This clock Sir William Bailey has designed as a modification of previous similar instruments made by his firm, and it is claimed to be the first one of its kind in this country that will record all these variations on one chart. It is to be erected in a suitable tower, which will be named the Joule Memorial Tower, to commemorate the fact that Dr. Joule, the discoverer of the mechanical equivalent of heat, and one of the greatest investigators of the age in physical science, was for many years a resident in Sale.

Clinical Thermometers

Can be sold because a Clinical Thermometer is a hygenic necessity in every household.

When a person is indisposed, the first question is, "Is there fever?"

A doctor's first act is to take the temperature. He notes the favorable or unfavorable changes by the rise and fall of its mercury.

Clinical Certificate.



Montreal, May 31st, 1900

This Certifies

That Registering Clinical Thermometer, No. 800,000 marked (**PERFECTED**) has been compared with our **Yale Verified Standards,** and the following shows the corrected reading of the scale:

Thermometer Reading.	Corrections.	
90°	—0	—
95°	—0°	0
100°	—0°	0
105°	—0°	0
110°	—0°	0

The corrections in the foregoing table are applicable to that Thermometer only which is described by name and number above.

NOTE.—When the correction is + it must be added to the observed reading, and when — subtracted.

Observed Temp.,	95°	96°	97°	98°	99°	100°
Correction,	+0.2	+0.1	0.0	—0.1	—0.2	—0.3
Corrected Temp.	95°.2	96°.1	97°.0	97°.9	98°.8	99°.7

MONTREAL OPTICAL CO.,
Montreal.

No Thermometer at all is better than an inaccurate one.

An inaccurate Thermometer is a false guide.

The One Minute Clinical Thermometers of the Montreal Optical Company are certified to be correct.

They are guaranteed to give the exact temperature in one minute with absolute correctness.

These Thermometers are made in sterling silver; pearl handles, gilt and aluminum cases.

Clinical Thermometers afford a good profit.

If you are interested in Clinical Thermometers, we shall be glad to hear from you.

Montreal Optical Company,
Montreal, P.Q.

The Optical Institute of Canada Repeats an Important Announcement.

We have to announce that we have removed our school from Toronto to Montreal.

We have engaged as instructor J. LYONS GAUTHIER, M.D., graduate of the Laval University and one of the prominent Oculists of Montreal.

We have fitted up a comfortable lecture room at No. 1685 Notre Dame Street.

Classes are to be given alternately in English and French.

For dates of classes and other particulars apply to J. S. LEO, President, No. 1685 Notre Dame Street, Montreal, Quebec.

Why not consider

the inevitable results of selling "Junk"

DO YOU think it wise to educate your customers down to buying "Junk," under the impression that it is Silverplate such as they have known in the past?

It may be easier to sell cheaply finished goods but they will certainly soon prove unsatisfactory to the owners and the certain result will be very damaging to your regular trade.

Our aim has been to improve in every way possible the manufacture of our goods and to turn out nothing in which the workmanship and finish is not capable of standing the closest inspection. We could make "Junk" as easily as anyone—it requires little art and no skill—but we do not consider that it would be to the advantage of any factory wishing to maintain its reputation for high class goods.

We believe it is prostituting the legitimate Silverplate trade to foist such stuff upon the market.

Kindly examine finish and workmanship carefully when comparing prices.

We are constantly adding attractive, salable and finely finished goods to our present line and it will pay you to wait for our travellers.

Standard Silver Company, Limited,

TORONTO, ONT.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

Designs for embossing should be plain. Meaningless flourishes are to be avoided. Crests are always effective. Embossing offers a wonderful scope for ingenious designs.

At the present time there is a growing fad for collecting unique designs of embossing. They are used for decorating picture frames and fire screens principally. This fad gives to embossed stationery double advertising advantages.

Lithography is very popular. It affords great opportunities for shading and designing. This has been carried almost to grotesque extremities. Every engraver knows it is more difficult to do plain lettering well than fancy designs.

Flourishes and dashes cover much bad work. Classical letters, belonging to the same period, following in symmetrical order are more tasty than a motley assortment, no matter how beautiful each line in itself may be.

What applies to lithography is equally applicable to printing. The way some printers combine type is barbarious.

Again referring to prices, bear in mind that the stationery is a small consideration in the cost of the correspondence. The postage cannot be economized. The time used in printing has a definite value. The difference in percentage of good stationery plus postage and time and poor stationery plus postage and time is very insignificant, whereas the actual effect of a letter on high grade tasty stationery over low grade botchy stationery is enormous. It is almost like being ushered into a beautiful dining-room where the table is covered with rich damask and beautiful china and bright silverware all artistically mingled. It puts one in the humor for enjoying the real feast. Slovenly stationery hints at a slovenly writer.

There existed an idea, which even yet is cherished by some old timers notwithstanding their steadily decreasing business, that it is the goods and prices only that the people want, and they are not at all particular about the fixtures, but the successes of the Birks, and the Ryries, the Kents and the Dicksons have proven that people who live midst beautiful surroundings wish to shop also amidst beautiful surroundings, and so people who delight in the beautiful and the artistic do appreciate good stationery. Then again, there is the compliment conveyed to those receiving the letter written on artistic stationery, that is considered that they can appreciate a good article.

But to resume our consideration of "Systematic Thoughtfulness."

(To be continued.)

Beauty and Glasses.



Women strain their eyes

waste nerve energy and produce premature wrinkles, because they think glasses detract from their personal charms.
Properly fitted glasses positively improve the looks of those with defective eyes.
We put beauty in glasses as well as behind them.

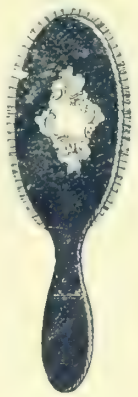
JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 49.

Eyes Are Workers.



Sight is the only special sense which we use constantly except during sleep.
Perfect eyes see without effort.
The imperfect ones are constantly under muscular strain.
Is it any wonder eye strain is so hurtful?
How are your eyes?
Consultation free.
Satisfaction guaranteed.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 50.



Toilet Articles Ebony and Silver

make beautiful Christmas Gifts,
—rich, yet inexpensive—
useful, yet ornamental.

We show a pleasing assortment, at pleasing prices.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 51.

Experts Commend—Botches Condemn.

"British Horological Journal," London.

The Canadian Horological Institute is carried on by Mr. H. R. Playtner, a most capable Horologist as we happen to know.

The "Trader," Toronto.

Beyond doubt Canada possesses the finest Horological College in America, and the equal of anything in Europe.

"American Jeweler," Chicago.

Mr. H. R. Playtner has long been recognized as one of the foremost Horologists of the country. He has quite a reputation as a writer on horological subjects.

The "Keystone," Philadelphia.

The fame of this School is now co-extensive with the continent.

Philadelphia, October 9th, 1897.

MR. H. R. PLAYTNER,
Director Canadian Horological Institute,
Toronto, Ontario.

DEAR SIR:

I take much pleasure, I assure you, in complimenting you on the work done by students at your Institute and submitted in the Faneuil Watch Tool Company's Prize Competition, in which The Philadelphia Horological Society acted as judges, at its regular monthly meeting on the 7th inst. Your pupils have been awarded first, second and third prizes, and their work is highly creditable to their instructor in the science and art of horology.

Respectfully yours,
WILLIAM T. LEWIS,
President The Philadelphia Horological Society.



Silver Medal, Highest Award, for Skilled Mechanical Work, Toronto Industrial Exhibition, 1895.

The new School year—the eleventh—and opening of the new term will begin on September 3rd. Kindly place your application now.

A THOROUGHLY PRACTICAL WATCH REPAIRERS' SCHOOL.

38 hours per week practical watch work at the bench. Individual instructions. English or German languages.

4½ hours per week technical horological drawing. Individual instructions. English or German.

3 hours per week lectures on horology. These are given in classes and in English only.

Ten applications for each workman we can supply.

Repays students more than ten fold for outlay of time and money. Terms reasonable. Satisfaction assured.

FULL PARTICULARS ON APPLICATION. - - - WRITE TO-DAY.

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King St. East,

H. R. PLAYTNER,
Director.

Toronto, Ont.

DR. S. LYONS GAUTHIER.

In our last issue we announced that the Optical Institute of Canada had removed their school to Montreal, and that they had secured the services of Dr. S. Lyons Gauthier as Instructor.

We have much pleasure this month in presenting to our readers an excellent portrait of Dr. Gauthier, an account of whose life the *Canadian Optician* publishes the following, and which we reproduce in view of the active part the Doctor is likely to take in the development of optics in Canada.

"Dr. Lyons Gauthier comes from a family of distinguished physicians. He is a son of the well-known Dr. S. Gauthier, and brother to Dr. J. C. S. Gauthier.

The subject of our sketch distinguished himself at the famous College of St.-Laurent, where he obtained honors in mathematics and in Belles-Letters, and where he was conspicuous as an athlete.

To his great love of manly sports he owes his magnificent physique, rich and voluminous voice, and which, joined to his charming manners renders him an ideal lecturer.

He possesses an extensive command of language in both English and French, and has that fortunate knack of always having the right word for the right place. His conspicuous ability as a mathematician has developed his reasoning faculties, and has proven of wonderful assistance to him in his chosen profession.



S. LYONS GAUTHIER, M.D.

From the earliest stages in his professional career the study of the eye has had a particular fascination for him. After having graduated with honors at the Laval University, where he received special instructions in Ophthalmology under the distinguished councils of Professor Desjardins and Chretien-Zaugg, well-known oculists of the Canadian Metropolis, the doctor left for Paris to perfect himself in his profession, giving particular attention to Ophthalmology.

While there, he received many testimonials, certifying to his successful work. He served as chief of the clinical laboratory of the famous Dr. Despaguel who has certified personally to the ability of Dr. Gauthier. The doctor is still a young man, and his future is indeed promising. His methods of teaching are eminently practical. His demonstrations simple and convincing. He weaves a web of interest about the driest and most matter of fact subjects.

The Optical Institute of Canada is indeed to be congratulated upon having obtained the services of so able a man."

IVORY IN SIBERIA.

African ivory is likely to become gradually scarcer and scarcer; and if there were no other source of supply this beautiful substance would apparently soon reach a prohibitive price.

As a matter of fact, there exists in the frozen tundras of Siberia a supply of ivory which will probably suffice for the world's consumption for many years to come.

This ivory is the product of the mammoth ("elephas primigenius,") a species nearly allied to the Indian elephant, but protected from the cold of the Arctic regions by a coat of long, coarse hair with a finer woolly under fur at the base.

How the mammoths were enabled to exist in a region where their remains became so speedily frozen, and how such vast quantities of these became accumulated in certain spots, are questions which do not at present seem capable of being satisfactorily answered. Such accumulations do exist, and the soil of certain portions of tundras seems to be almost crammed with such remains.

It may, however, be remarked that the contents of the stomachs of the frozen mammoths, as also those of the two species of rhinoceros which were their fellow inhabitants of the tundras, contain remains of pine needles and other vegetable substances. And from this it may be inferred that the tundras themselves were clothed with forest during the mammoth epoch.

Although inside scientific and commercial circles comparatively little is known with regard to the subject, mammoth ivory, in place of being a modern discovery, was known to the ancients, and has for centuries been an article of trade and manufacture.

With regard to the amount of mammoth ivory that comes into the market, accounts are by no means so numerous nor so accurate as might be desired.

About the year 1840, Dr. Middendorff, who visited the country, estimated that the annual output of Siberian ivory reached 110,000 pounds, representing at least a hundred individual mammoths, so that the total number of animals whose remains have been exported since the conquest of Siberia must be between 20,000 and 30,000.—*Knowledge.*

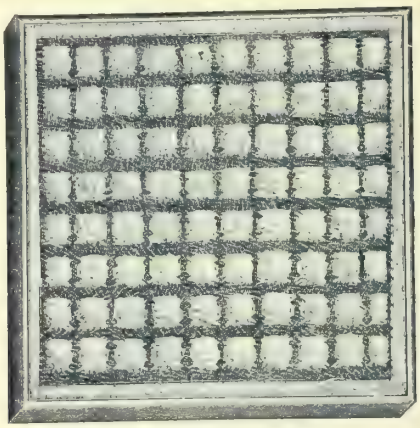
VACATION this year at the American Waltham Watch Factory will last but two weeks, beginning July 2, probably, and continuing through July 14.

THE BEST GOODS IN CANADA.

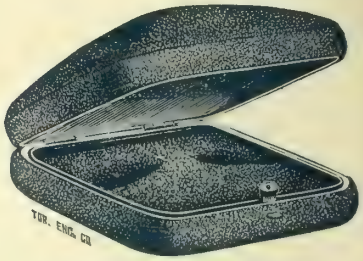
ALL OUR OWN MAKE.



Scarf Pin—No. 45.



Ring Tray—No. 306.



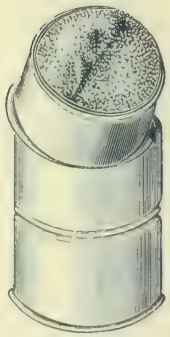
Velvet Brooch—No. 65.



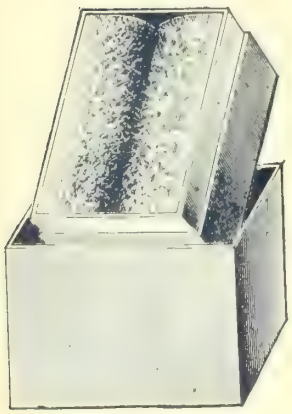
Velvet Ring—No. 28.



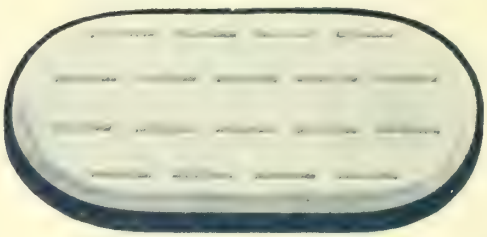
Cabinet—No. 5.



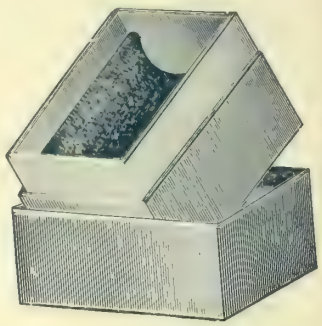
Leather Ring—No. 27.



Paper Ring—No. 450.



Ring Tray—No. 331.



Paper Thimble—No. 545.

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - - TORONTO.



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

Student writes: I am making some experiments and in connection wish to obtain a piece of ivory of a certain shape. It would facilitate matters greatly if I could render the ivory plastic or so that I could form it like rubber into the design I wish to get. Is there any plan by which ivory might be so treated, if so, would you kindly give it to me?

We believe that if ivory is placed in a solution of phosphoric acid of 1.130 specific gravity, and allowed to remain there until transparent it will become as soft as leather and can then be reshaped to a considerable degree. When the ivory becomes transparent take it out, wash carefully and dry between soft linen. Exposure to the air will soon harden the ivory again, but as soon as that begins to take place put it in warm water and it will regain its plasticity.

Gold Screw writes: Frequently American watches of various makes have gilded screws which become broken or lost, and as it is not very practicable to keep a varied stock of such screws, I thought I might be able to gild them myself. If it is a simple matter will you kindly give me the recipe for gilding them?

You may prepare a gilding solution for steel yourself or may purchase it through your material dealer. To prepare it get some pure gold and dissolve it in nitro-muriatic acid, then evaporate the solution to dryness to expel the excess of acid. Dissolve the residue in pure water and add three times the quantity of sulphuric ether. Then shake the mixture in a well-stoppered bottle until, when standing quietly, the ether appears of a golden-yellow color, and the water beneath it is entirely clear. Polished screw heads and other steel parts plunged into the solution are instantly beautifully gilded. If the gilding should not be satisfactory at first add more ether.

Discontinued writes: I wish to obtain an American 8 size movement if possible; am not particular about the make but want it a stem winder. Do you know where such a movement could be obtained?

It is not likely that a new movement in 8 size could be had at all, but we noticed recently a number of second-hand American movements, said to be in first-class repairs, advertised for sale by the Joe Brown Co., 67 and 69 E. Washington Street, Chicago. You might write them for fuller particulars.

Balance Pivot writes: What causes balance staff pivots to become spread at the ends so that the pivot will not come out of the hole jewel, and what is the best way to provide against this annoying defect?

A fall or knock is, of course, the most likely cause, but if the endshake is considerable and the watch is subject to considerable shaking so that the ends of the balance staff pivots fall against the cap jewel with even comparatively slight force, the ends of pivots are quite likely to become rivited over especially if the temper of the steel is low; reducing the endshake of the staff as much as possible and slightly bevelling off the edges of the pivots will remove the difficulty, but you must bear in mind that in a fine adjusted watch it is dangerous to reduce the diameter of the ends of the pivots as you then interfere with the position adjustment. In any event a very slight rounding off the edges will be quite sufficient to prevent a respreading of the ends to a greater diameter than the full size of the pivots. If you have to reduce the endshake do so by turning away a small portion of the setting shoulder, thus bringing the upper and lower balance jewels close together rather than make the alteration by bending the balance cock.



UNITED STATES.

THE directors of the Hamilton Watch Co. at their meeting, Thursday last, declared their second dividend of five per cent. the first having been declared six months ago. This watch company is one of the city's most flourishing industries and they have orders booked far in excess of their present capacity. The working force is being constantly increased.

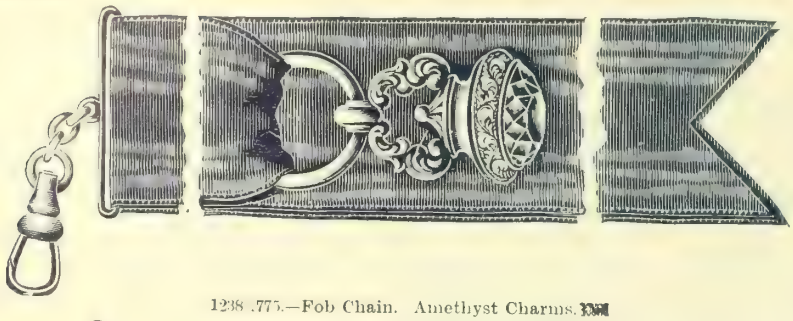
CLEVELAND, O., JUNE 16.—A circular has been issued by R. H. L'Hommedieu, general superintendent of the Michigan Central Railroad, appointing Webb C. Ball, of Cleveland, general watch inspector for that system to succeed J. W. Forsinger, of Chicago. Mr. Ball is now general inspector for all the Vanderbilt lines west of Buffalo.

THE International Silver Co., at a meeting of their directors, Wednesday, decided to defer payment of the 1¾ per cent. quarterly dividend on the preferred stock of the company. As a reason for their action, it was semi-officially stated by an officer of the corporation that the company were manufacturing more goods than they were selling, and it was deemed best to lean to the side of conservatism. The company have an authorized capital of $11,000,000 common and $6,000,000 7 per cent. cumulative preferred stock, and, in addition, a funded debt of $3,900,000 bearing 6 per cent. interest. The passing of the quarterly dividend, while not wholly unexpected in financial circles, nevertheless caused considerable comment and was subject to a number of newspaper articles. Vice-president C. A. Hamilton is reported as saying: The only reason advanced by any director for deferring action on the dividend was that of overproduction. We are making more goods than we are selling. The company is also inclined to be a little more conservative, owing to the Presidential election this Fall, which may have some effect upon business." The decision to pass the dividend, it was intimated, was by no means unanimous, and the meeting was by no means harmonious. It is said that the company owe less money by about $250,000 than

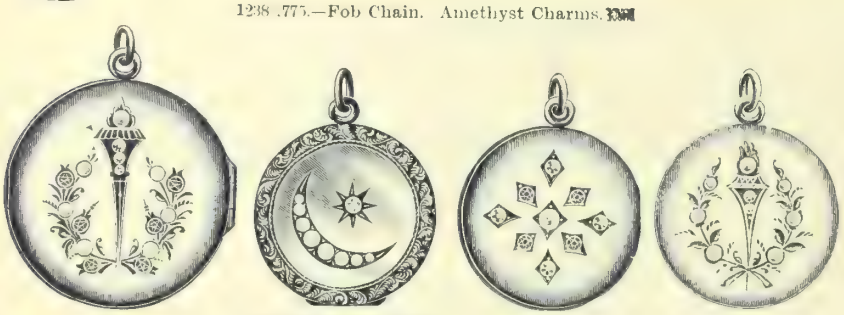
F&B TRADE MARK REGISTERED

OUR CANADIAN POLICY

F&B TRADE MARK REGISTERED



1238 .775.—Fob Chain. Amethyst Charms.



1730. 1728 - Hand Carved Rim. 1726 1727.

IS to furnish such goods as are best suited to the trade; make them of better stock than others, by our own special process, give them a finer finish, guarantee them with our broad and liberal guarantee, and lay them down on your counter duty paid, cheaper than any other house in this country can.

We make a specialty of **Silk Ribbon** and other Vest **Chains,** and have a large assortment to select from. Also **Bracelets, Brooches, Pins,** and **Sash Buckles.** Our new patterns in Sterling Silver **Toilet** and **Manicure** Goods are now ready.

Our Lockets are all made of the best gold front stock, hand engraved, and these examples are all set with pearls and opals.

THEODORE W. FOSTER & BRO. CO.,

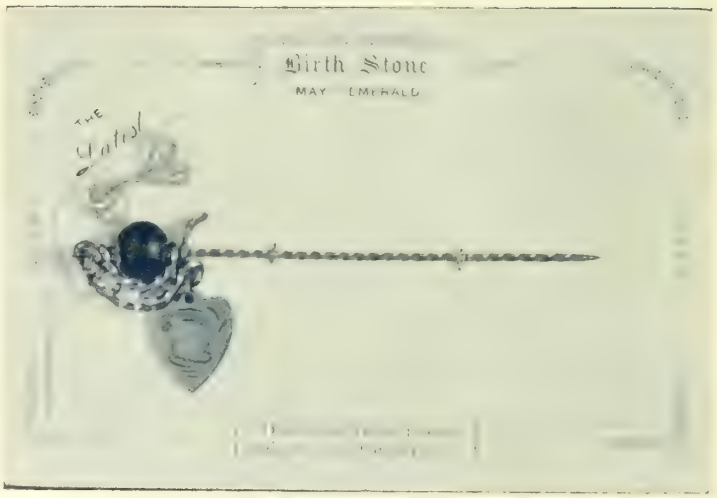
Our Canadian Representative,
MR. GEO. E. SMITH,
350 King Street, KINGSTON, ONT.

Manufacturing Jewelers and Silversmiths,
100 Richmond Street,
PROVIDENCE, R.I., U.S.A.

BIRTH STONE BANGLE RING.

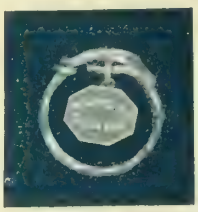


Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.

they did at the first of the year. The passing of the dividend on the preferred stock is believed to be only temporary.

THE New Columbus Watch Co., Columbus, O., have increased their facilities and their working force and have placed on the market a new line of high grade movements having from fifteen to twenty-five jewels. The new movements will be particularly adapted for railroad use.

THE Elgin National Watch Company will try the experiment of stripping jewels by a new process. It is said it will be a saving to the company of fully one-half. Under the old process the price paid was $2.50 per hundred. Some objection was raised by the employees, and at a conference on Wednesday President Hulburd agreed that the jewel strippers shall receive at least $3 a day for a year under the new process, and if there is an over-production of jewels the company will give work in other departments to those thrown out of employment.

THE ELGIN COMPANY ANNUAL.—At the annual meeting of the stockholders of the Elgin National Watch Co. all the directors were re-elected except John M. Cutter, Ernest A. Hamill, one of the large stockholders, being selected to succeed him. At a meeting of the board of directors C. H. Hulburd was chosen president and Mr. Hamill vice-president. There was no change in the remainder of the offices. President Hulburd states that Mr. Cutter has been retained in the position of general manager of the company and that his duties will be the same as heretofore, the only difference being the recognition of Mr. Hamill. He also stated that a large increase in the output of the factory is under way and that one hundred employees have been added to the plate department within the last sixty days, which will necessitate large additions to the other departments. About sixty have been taken on in the train department and a considerable number in each of the other rooms. It is expected to increase the output within a few months to 2,800 watches a day and great efforts are being made to fill promptly orders received. There is absolutely no stock on hand and no prospect of an accumulation in the near future. The watch industry is flourishing.

ATTLEBORO, Mass., May 5.—Saturday's mail brought to the Attleboro and North Attleboro jewelers an appeal from the Department of State for aid in solving a serious problem, the disappearance of $400,000,000 in American coin. A brief mention was made of this matter in these columns some weeks ago, but now it is possible to speak of it more definitely. It was discovered a few months ago that such a loss had taken place. The Treasury Department found that an even $1,000,000,000 in coin had been issued since specie payments were resumed after the war. As a very accurate record of the whereabouts of all United States money is always kept, this record was looked up, and the surprising discovery made that only $600,000,000 could be accounted for. It was then attempted to estimate into what channels the remaining 40 per cent. had disappeared. The sum of $1,500,000 was set down for coin melted or otherwise destroyed in the arts and manufactures. The other items, however, including hoarding, natural wear and tear, foreign shipments, and so forth, utterly failed to explain away the immense sum. It was found that Americans travelling abroad took little with them, making this item an insignificant one, easily balanced by the amount brought by immigrants. Hoarding by people suspicious of banks could not exceed a small figure, and wear and tear could not explain any great decrease in the money in circulation. It was finally decided to appeal to manufacturers and discover what they could offer in solving the problem, as it was seen at once that the paltry $1,500,000 estimate must be far too low for that branch.

The manufacturers to whom the Department first turned were the jewelers and optical goods makers. With aid from the Department of State, some 900,000 letters were sent out to get a full and complete statement. Everything sent to the headquarters of the investigation by any manufacturer is perfectly confidential, and the figures contained are used only for purposes of tabulation and for the finding of aggregates. Many have hesitated to send the desired replies from a mistaken fear that the Government is trying in a roundabout way to ferret out unlawful mutilation of coin. As a matter of fact there is no law against the complete destruction of a coin of any sort, so this need not deter anyone. It is given out that already some 55 per cent. of the letters have brought replies. One reply from a spectacle house announced that that concern used in the time specified $540,000 in coin in the manufacture of frames. This shows what the manufacturers are doing and proves that when all are heard from the missing $400,000,000 will be practically explained away.

The inquiry has just gotten around to the New England jewelers, easily leaders in the destruction. The queries received last week ask each firm to fill out a printed form with blanks. They are to tell how much in face value of gold and silver coin they have destroyed; what value of mint or assay office stamped bars of bullion they have melted up; what value in private refinery bars; what commercial value in foregin gold and silver coin; what commercial value in old jewelry and plate; what commercial value in native grains and nuggets, and what commercial value in gold or silver wire. It will be a surprise to learn what the jewelers in Attleboro alone accomplish in this direction. An investigation into the daily melting of silver was once made in Attleboro by a curious manufacturer to whom the jewelers furnished approximate figures, and the result surprised even the jewelers themselves. Attleboro is a great center of the jewelry trade, and with its radiating villages devoted to the same industry, decreases Uncle Sam's coin supply very fast.

EUROPE.

BADEN-POWELL MEDALS.—London, June 4.—Birmingham medallists have been overwhelmed with work supplying mementos of the siege and relief of Mafeking. Upwards of two million Baden-Powell medallions were produced between Friday night and Saturday. Orders by telegram poured in from all parts of the country, and it was only by noon yesterday that the supply got abreast of the demand. Fifty miles of tricolor ribbon were used, while a rough calculation places the number of flags sold at 27,000

MEDALS FOR SOUTH AFRICA SERVICE.—The designs for the medals by which the present campaign in South Africa is

THE TORONTO SILVER

ELECTRO SILVER PLATE.



No. 182. Sugar. | No. 992. Fruit. | No. 183. Sugar.

SALT CELLARS.

No. 646. | No. 647. | No. 648. | No. 649.

Open Work with Colored Glass Linings.



No. 0174. Bread Plate. | No. 102 Cake Plate. | No. 0173. Bread Plate.

PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

STERLING SILVER.

Our stock is very complete in New Designs in every line of our manufacture.

Our new Flatware Catalogue will be ready to issue to the trade in a very few days now.

If interested in the lines illustrated in this advertisement write for our special net prices.



No. 353. LOVING CUP.
8½ inches high.





LORD ROBERTS and BADEN-POWELL

SOUVENIR SPOONS.

As these designs are becoming very popular, we repeat them. We can, of course, supply them with the names of places etched in bowls.

Factories and Salesrooms:

King Street West,

TORONTO, CANADA.

E. G. GOODERHAM, Managing Director.

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, JULY, 1900. No. 23.

1.

The Dueber-Hampden Works are the largest, best-appointed watch manufacturing plant in the world.

2.

The Dueber-Hampden Works are the only watch manufacturing plant in America producing a complete watch (movement and case.)

3.

The management of the Dueber-Hampden Works have for years persistently and assiduously opposed every measure, policy, coalition, "new invention" or device, etc., that tended to work harm to the interests of the watch dealers and watch purchasers of the country, and every measure, policy, coalition, "new invention" or device, etc., so opposed, has proved to be, as the management of the Dueber-Hampden Works predicted, a **FAILURE!**

4.

The Dueber-Hampden Works have exposed and defeated practically every abuse in the watch industry, and are the successful champions of Honesty in watchmaking.

5

The product of the Dueber-Hampden Works is absolutely peerless.

A clear brain, a steady nerve and a perfect watch are a railroad man's requisites. Providence must supply the first two; the jeweler the last.

"Special Railway," 23 Jewels.
"Special Railway," 21 Jewels.
"John Hancock," 21 Jewels.
"New Railway," 17 Jewels.

The above is a list of Deuber-Hampden watches, made in 18 size, especially designed for railroad use.

"John Hancock," 23 Jewels.
"Dueber Watch Co." 17 Jewels.
"Dueber Grand," 17 Jewels.

The above is a list of Dueber-Hampden watches, made in 12 size, for the use of bankers, lawyers, merchants, etc.

"Mollie Stark."
"Diadem."

These two watches of the line called "The 400" are the smallest ladies' watches made in America.

Dueber-Hampden watches are LEVER HAND SET, which is the safest and surest. Fatal railway accidents have been caused by watches set otherwise.

Elmira, N.Y.

Have carried my 17-jewel Dueber-Hampden watch for three years. Would not change it for any on the road. It has not varied over a half minute in months, in fact it is always right.

EUGENE H. RIBBLE, Engineer,
N.Y. Central R.R.

Railroad watch inspection, when conducted fairly and honestly, meets the approval of all intelligent railroad men, but when run for the benefit of PERSONAL and INDIVIDUAL interests, and when DISCRIMINATION and PREJUDICE blind the sense of justice, it becomes an unmitigated evil and an IMPOSITION.

"MOST ACCURATE TIMEKEEPER."

Trinidad, Col.

I have been carrying a Dueber-Hampden watch for several months and find it to be the most accurate timekeeper I have ever carried.

D. M. LEWIN,
Engineer, N. P. R. R.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent Dueber-Hampden Watches,

393 Richmond Street, LONDON, Ontario.

to be commemorated are to be thrown open to general competitition, in order that the various industial centres may be afforded an opportunity. These will be submitted in due course to the Mint authorities, who will be the preliminary judges of the various designs sent in. The early designs which have already been submitted to the Queen are by Wyon, the well-known medalist and chief engraver of her Majesty's seals. If the Government delays the issue of the medals to such nordinate lengths as those for the Fenian rising in Canada, those who have been fighting for their country in South Africa —or their descendants—may expect to receive them somewhere about the year 1933! However, we do not anticipate delay in the matter.

REFUSED $250,000 FOR IT.—Paris, June 10.—Among the exhibits in the Petit Palais des Beaux Arts at the Paris Exhibition is a white marble clock, for which an offer of $250,000 has just been made. The clock is by Falconet, and is composed of statuets of three nymphs standing and is called the "Clock of the Three Graces." They are connected by festoons of flowers, surrounding a broken fluted pillar, which serves as the base of a two handled vase decorated with festoons of oak leaves. The vase contains the works of the clock, to the dial of which one of the nymphs is pointing with her finger. The owner of the clock is Comte Isaac de Camondo, and the offer of $250,000 was made through M. Jacques Selligmann, the great dealer in curiosities. As the clock is among the objects which Comte de Camondo intends to leave to the Louvre on his death, the offer was declined.

PRESERVING THE EYESIGHT OF SCHOOL CHILDREN.

The following letter, recently published, will be of interest to all opticians and is worthy the attention of those in a position to apply the recommendations to practice.

To the Editor of the Scientific American:

As a parent, and high-school principal, I am thankful you have opened the discussion of the defective eyesight of school children.

One cause which I have not seen emphasized, and which in my opinion has much to do with the matter, is the position of the book on the desk.

A lady in the Post Office Department in Washington lately said: "I have ruined my eyes in copying from books and papers in a horizontal position." This is almost the exact position of school books on the slightly inclined desk lids. In such position the eye has an oblique instead of direct vision of the printed page.

The remedy is simple; namely, the use of inexpensive easels or book-rests, with some suitable devices for holding the book wide open. Such appliances are to be found at the book and stationery stores, at trifling cost.

A Boston oculist once said that such a device would both save eyes and prevent round shoulders.

The fine high school building at Bridgeport, Conn., has easels attached to the desks that hold the book in proper position with page parallel to the face of the student.

Haverhill, Mass. JOSEPH DANA BARTLEY.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MR. L. G. AMSDEN has just returned from a well-earned holiday.

MESSRS. KEETCH BROS. have opened up a jewelry business at Sault Ste. Marie, Ont.

MR. F. A. SUTHERLAND has started a jewelry store in London, Ont., at 251 Dundas Street.

MR. S. W. HODGINS has removed his jewelry business from Leamington, and opened up in Sarnia, Ont.

MR. A. BEATH, the well-known jeweler of Sudbury, has added an optical department to his business.

MR. PERCY S. BLACHFORD, of Toronto, completed a personal course on optics at the Detroit Optical College, last month.

MR. STEPHEN REID, for several years engaged in the jewelry business in Montreal, died last month at Amherst, N.S.

MR. G. W. ELLIOTT, of Pembroke, Ont., has purchased the jewelry business of Isaac Thompson, of Egansville, Ont.

MR. L. H. LUKE, secretary of the Ambrose Kent & Sons Company, Limited, was elected a member of the Toronto Board of Trade last month.

JOHN WANLESS & CO. were awarded the contract for supplying the medals and prizes competed for at the public school games of the city of Toronto this year.

TOM BUTLER, the Eastern traveller for the Montreal Optical Company, took a flying trip westward, spending a couple of enjoyable days in Toronto.

THE *Canadian Optician*, in its efforts to organize the opticians of the Dominion, should receive the support of every one of them. Keep it up, Brother Amsden.

MR. T. JOHNSON, formerly engaged with Andrew & Co., of Winnipeg, Man., as watchmaker, has opened up a business in the same city on his own account.

MR. R. N. BEGLEY, late of Klein & Binkley, of Hamilton, has taken the position of head watchmaker with Mr. Jas. W. Easton, the Bank Street jeweler, of Ottawa.

THE announcement of the Optical Institute of Canada that they will give classes in French as well as in English is said to be much appreciated by the craft in Quebec.

PERSONAL.—Mrs. Chanter, wife of Mr. W. R. Chanter, jeweler, of Queen Street West, Toronto, has just returned from a very pleasant visit to her sister in New York City.

MR. JAMES RYRIE, of Ryrie Bros., left for New York about the middle of June to look up any American novelties that might be in the market, in readiness for the fall trade.

"SILVER PLATE THAT WEARS."



"1847, ROGERS BROS."

In Olden Times



silver shoe buckles, coin, and odd pieces were made into spoons by Rogers Bros. After perfecting the process of electroplating, they discontinued making solid silver spoons, and stamped their plated ware

1847 ROGERS BROS.

You will find it on the silver plate that is most desirable in design, most suitable in style. This stamp is a sign of old-fashioned, enduring honesty in the materials and making—new-fashioned energy and good taste in the finish.

THE "BERKSHIRE"

and many other late patterns are shown in our Catalogue No. 60. Send for it.

Every Dealer Selling 1847 Rogers Bros. Flatware and Hollow-ware

is entitled to and should receive all the benefits in the way of advertising that go with the handling of these reliable brands.

Many dealers, for convenience, buy our goods through a jobber, therefore their names do not appear on our books.

To such dealers in particular we make the request that they mail us their name and address, and state from whom they purchase goods of our manufacture; also, whether if, in addition to 1847 Flatware, Hollow-ware is carried.

On receipt of this information we will mail you several propositions and suggestions, which, if carried out, will considerably increase your sale of our goods in your vicinity.

MERIDEN BRITANNIA COMPANY,

NEW YORK, 208 Fifth Avenue. **CHICAGO,** 195 State St., **SAN FRANCISCO,** 134 Sutter St.

HAMILTON, Canada. **LONDON, England.**

MADE AND GUARANTEED BY

MERIDEN B. COMPANY

Trade Mark on Hollow-ware.



The style they made in 1847.

MR. R. A. DICKSON, of the firm of R. A. Dickson & Co., jewelers, Montreal, was last month elected as one of the directors of the Dominion Lighting and Heating Co. of that city.

THE course of the Canadian Ophthalmic College, which commenced June 25th, has a fair attendance. The names of the graduates will be published in our next number.

MR. HENRY NYE, jeweler, of Halifax, N.S., proposes removing to the North-West Provinces, and is at present engaged in selling off his stock by public auction with that end in view.

MR. HYMAN LAZARUS, while on a trip through Ontario in the interests of the Cohen Brothers, Limited, was taken ill and had to return. He is now better, and will soon resume his work.

MR. F. L. KAHN, the genial representative of the Cohen Brothers, Limited, has just returned from a very successful trip through Manitoba, the North-West Territories and British Columbia.

MR. J. T. WHATMAUGH, who for the past two years was watchmaker with A. Ross & Co., of Port Arthur, Ont., has opened up a repair shop for watches and jewelry at Fort William, Ont.

MR. F. H. SPRIGGS, formerly of Toronto, has opened up a jewelry business on his own account at Ashcroft, B.C. Mr. Spriggs is well known down east as a first-class workman and a thoroughly reliable man in every way.

FILE CATALOGUE.—Messrs. P. W. Ellis & Co. have sent out a splendidly illustrated catalogue of the celebrated Grobet Files to the trade during the past month. Every jeweler who uses a file will be interested in this catalogue.

MR. D. R. DINGWALL, of Winnipeg, passed through Toronto on the 4th June on his way home from Europe, where he had been for the past three months buying goods for his business. He reports a good and successful trip.

MR. O. T. SHADD, jeweler, of St. Catharines, Ont., visited Toronto last week to select stock for his summer trade, and took advantage of the occasion to look through several of the leading factories in connection with the business.

THE JEWELRY STORE of M. S. Brown & Co., of Halifax, N.S., has recently been re-decorated and many improvements made in the show cases and other fixtures. It is now one of the handsomest stores in the Maritime Provinces.

MR. WM. CROSS, jeweler, Sutton West, Ont., died on the 16th May last leaving an estate valued at about $8,000. His widow applied to the court last month for letters of administration for the estate, the deceased having left no will.

THE contractors for the clock and bells for the new City Hall, Toronto, Messrs. Gillett & Johnston, of Croydon, writes to the city that they are making good progress with the work. They are sending a man over to hoist the bells.

MR. GEORGE R. POWELL, jeweler, of Cayuga, has opened a branch store at Little Current, Ont., which he will manage in person. His former place of business, which he will also continue, will be under the management of Mr. Allen Riley.

THE *Canadian Optician* has almost ready for distribution a new set of window show cards, the designs of which are very unique. They are the work of Mr. M. M. Cohen, and are to be given free to all renewing their subscription to that journal.

THE FOLLOWING special notice has been issued by the Hampden Watch Co.: "On and after July 2nd, 1900, no Rebate Certificates or watch warrants will be issued. The list prices will not be changed. All rebate vouchers issued up to June 30th, 1900, will be cashed by us as usual."

MR. A. R. HARMON, Canadian agent of the Waltham Watch Company, spent a few days in Toronto last week on business. He says that in spite of all they can do at the factory the goods go out as fast as they can make them and they have orders ahead for many months to come.

MR. ALFRED MASON, city traveller for P. W. Ellis & Co., has taken his holidays this year by visiting the World's Fair at Paris. He is having a good time generally and teaching the French natives how Canadians can speak the Gaelic language. We wish him a good time and a safe return.

M. E. L. COUNTER, who has been for years at the head of the jewelry department of C. W. Papst, Seaforth, has just opened up business in that town. Mr. Counter is well and favorably known and enjoys the full confidence of his townsmen who wish him every success in his new venture.

THE SUPREME COURT at Ottawa last month dismissed with costs the appeal in the case of the Dueber Watch Case Co. v. Frank S. Taggart and Charles A. Campbell, a case that our readers are aware has been dragging along ever since the failure of Frank S. Taggart & Co. several years ago.

MR. ROWLAND RALEIGH made an unsuccessful attempt to end his life by drowning on the 15th June at Toronto, but was fished out in time to save his life, for which he should be thankful. He is a diamond setter by trade and was evidently in a state of temporary collapse when he attempted the deed.

MR. ALEXANDER CAMERON, jeweler, of Mitchell, who intended giving up his business on account of ill health last year, has quite recovered, and proposes to continue on as formerly. He has made a success of it for many years, and his friends in that vicinity will be glad to learn of this change in his intentions.

MR. D. CHAMBERS, of Chambers, Inskeep & Co., Chicago, the inventor of the Ophthalmometer which bears their name, visited Toronto during this month. He made arrangements with The Cohen Brothers, Limited, for handling their instruments. Their advertisement will appear in our next issue.

MR. T. W. STEWART, for many years with Smith & Fudger and H. H. Fudger, of Toronto, who has been out prospecting in British Columbia for a considerable time, has again returned to Toronto, and entered the employ of the Fancy Goods Importing Co., the successors to the old firm he was formerly with.

THE LEVY BROS. CO., LTD., Hamilton, ask the attention of the trade to their tool and material department, which they claim to be one of the largest and most complete in the Dominion. A glance at their advertisement in this issue will give our readers some idea of their stock and the variety of goods that they handle.

MR. J. COULTER, of the J. Coulter Co., King Street West, leaves home in a few days for an extended trip to Montreal, Boston, New York, and other American cities. While the trip is for pleasure and recuperation, Mr. Coulter will have an eye open for business, and expects to return loaded with up-to-date ideas for the fall trade.

THE NEW JEWELRY STORE of Mr. Brock Wilkins, of Galt, seems to have improved his business considerably, so much so that he has had to engage additional help and has all he can do to attend to his customers. His new optical parlor is one of the best in the Province and is attracting lots of trade from well-satisfied customers.

MR. EDGAR A. WILLIS, formerly secretary of the Canadian Association of Jobbers in American Watches, sailed for England on the 15th June, where as one of the delegates of the Toronto Board of Trade, he will represent that organization at the meeting of the Chambers of Commerce of the British Empire to be held at London.

A GOOD SAMPLE of the absurdity of the compulsory early closing movement comes from Ottawa, where Mr. A. McMillan, the well-known jeweler of that city, was fined $1 and costs by the police magistrate for an infraction of the early closing by-law passed by the City Council. It appears that Mr. McMillan has been holding auction sales of jewelry in the evenings, and he claims that this case did not come under the provisions of the city by-law. As Mr. McMillan proposes to appeal the matter to a higher court it is probable that we shall soon have an authoritative pronouncement upon this matter. In the meantime it is just as well to "go slow" in the matter.



Is Your Stock Complete?

It Should Be.

We are showing this month something very new in the Latest New York Designs in Rings, Brooches, Pendants, Lockets, Scarf Pins.

J. J. ZOCK & CO.,

. . . . MANUFACTURERS OF

FINEST JEWELRY,

32 and 34 Adelaide Street West, Toronto.

REPAIRS.

We make a specialty of having all repairs Done Neatly, Promptly and at the Lowest Possible Cost to you.

MR. M. M. COHEN, the editor of our advertising department, has in the hands of the printer a booklet advertising spectacle-ware which he proposes to sell at a very reasonable price to opticians in Canada, his idea being to assist them in improving the sales of their optical departments. Those interested will do well to communicate with him.

MR. BRUCE KNIGHT, watchmaker with Mr. Thomas Porte, jeweler of Winnipeg, spent a few days in Toronto last month on pleasure and business combined. During his stay he accepted invitations to visit several of the leading jewelry, silverware and watch factories in the city, and expressed himself as both pleased and profited by what he saw.

UNITED AT LAST.—It has been stated by those who have been behind the South African scenes that there has long existed between Presidents Steyn and Kruger a conspiracy to bring about the political union of the Transvaal and the Orange Free State. Their efforts are now about to be crowned with success. The two late Republics will now come under one political head; to wit, Her Most Gracious Majesty Queen Victoria.

MR. JAMES TROTTER, of Galt, Ont., has made a considerable addition to his store during the past month. His large burglar-proof safe has been removed back into the workroom, and the salesroom proper lengthened, and beautified by the addition of two elegant cherry wall cases which fill up the entire end of the store. The effect of these alterations is very marked, and has been much admired by his customers.

SAUNDERS, LORIE & CO. are now comfortably settled down in their new factory, 67 Adelaide Street West, where they will be pleased to see any Canadian jeweler who may pay them a visit. Mr. Lorie says that he has just purchased a large lot of choice Havana cigars which he keeps for any friends in the trade who drop in to see them. Their new factory is certainly worth a visit of inspection.

MR. JAS. W. EASTON, who has been doing a thriving business in Renfrew for some years past, has, in addition to it, established his headquarters at 91 Bank Street, Ottawa, where he has fitted up a really up-to-date jewelry store with one of the most attractive window displays in Eastern Ontario. In order to recuperate after his exceptionally busy time he indulged in a well earned rest at Caledonia Springs.

THE CANADIAN HOROLOGICAL INSTITUTE is now completing arrangements for the new term which commences after the mid-summer vacation. We have no need now to praise up thissplendid institution. All that we want to say about it is that any young man proposing to follow the watchmaking business should read its advertisement in this issue, and then either go and see Prof. Playtner or write him for information about it.

MR. W. H. MALLETT, of Brandon, has just purchased and moved into his new store, which is one of the most desirable locations in that city. Mr. Mallet has fitted his store out in a style which few jewelry stores in Canada can excel, and is another evidence of the great advance the Province of Manitoba has made. His many friends in the craft wish him a continuance of the success he has had in the Wheat City of the Prairie Province.

THE retail merchants of Toronto seem to be on the warpath as regards the use of trading stamps. Last month meetings were held by the retail butchers and grocers, both of which trades agreed almost unanimously to discontinue their use after July 1st. It is quite evident that, if the retailers have sand and sense enough in them to unite on such a course, the trading stamp tax on the retail business of Toronto will soon become a thing of the past.

MR. SAMUEL GRANT, of Henry Grant & Sons, Montreal, has invented a most ingenious eyeglass guard, the most characteristic feature of which is the simplicity with which it can be adjusted to every possible angle. It is said to be the only offset guard that has ever been constructed where there is no difference between "rights" and "lefts," the range of adjustability being so great that the offset can be completely turned around. He ought to make a good thing out of it.

MR. HAIMON, the representative of Henry Picard & Sons, tool and material dealers of Paris and London, has been in town recently on his annual business trip. Mr. Haimon travels all over the world and always has a great fund of entertaining information, which he imparts with his wonted cheerfulness. While in Calcutta he was so sure that the British would enter Pretoria in May that he wagered a silk hat as an endorsement of his opinion. He's saving up now.

BY AN ERROR on the part of our sporting editor, Mr. Geo. H. Lees, of Hamilton, was said to have been present at the Woodbine races on the 24th May to see the Queen's Plate run for. That this was a mistake is evident from the fact that on that day Mr. Lee was enjoying the ocean breezes at Nantasket Beach, near Boston, which place he visited after some time spent in Providence, R.I., making purchases of new machinery for his factory. The sporting editor herewith acknowledges the corn.

IN FINANCIAL DIFFICULTIES.—The Toronto Showcase Company is again in financial difficulties, and an offer of compromise at the rate of 25c. on the dollar has been made to the creditors. Some time ago the firm succumbed to financial embarrassments, but was taken over by Mrs. Wilhelmina Wiener, whose husband previously conducted the business, which has not been over prosperous of late, hence the present trouble. The liabilities, it is understood, are considerable, amounting, all told, it is thought to about $3000.

WAS IT A MISTAKE?—Frank Glendenning, a respectable looking farmer from Scarboro', was charged in the police court last month with stealing two watches from Henry Fogler, jeweler, of 141 King Street East, Toronto. The owner of the watches is alleged to be W. H. Rutsey, 167 Parliament Street. It is said, however, that a mistake has been made and that Glendenning did not steal the watches, which he claimed belong to his dead brother. The watches were being repaired at Fogler's and Glendenning paid for the repairs.

OPTICAL STUDENTS.—The following students have just completed a course in optics at the Canadian College of Optics, under the instruction of Dr. W. E. Hamill: W. C T. Bethel, Pembroke; W. J. Aelick, Manitowaning; J. D. Bower, Perth; Major Kelley, Meaford; A. H. Humphries, Arthur; H. S. Hamill, Garden Hill. The Canadian College of Optics will hold its next regular course early in September or last of August. Students purposing attending are advised to go over the work by a correspondence course during the hot weather. If you are interested write to Dr. Hamill, 11 King Street West, for fuller particulars.

MR. J. W. GLEDHILL, jeweler, of Huntsville, Ont., spent a couple of days in Toronto last month picking up stock for his business in that town. He expresses himself as fairly satisfied with trade this year so far, and thinks the outlook for the fall very satisfactory. By the way, his friends in Toronto were congratulating him on the discovery he had recently made of ruby, black diamond and zinc mines up in his part of Ontario. If these mines turn out to be anything like as good as the surface indications suggest, Mr. Gledhill and his associates in the venture should all be millionaires in the near future. We will hope so anyway.

THE ANNUAL BICYCLE RACE of the employees of the Goldsmiths' Stock Company of Toronto, was held on Saturday, the 9th June, from the Woodbine Hotel to the Half-way House on the Kingston road, a distance of five miles. There were twelve entries and the race was as usual keenly contested, the result being that the gold medal was secured by L. E. Bowerman and the silver medal by A. M. Graham. The entire party were entertained at supper by Mr. J. A. Heatherington, the secretary of the Goldsmiths' Company, and a right good host he proved to be. We were pleased to observe that Maughan-ed men did not Abb-sent themselves

ON THE 20th of June Her Majesty Queen Victoria celebrated the 63rd anniversary of her ascension to the British throne, she having become queen on that day in the year 1837. Her reign is the longest, as it is the greatest and most glorious of all the British monarchs, and under her beneficent rule the Empire has not only more than

LEVY BROS. CO., Limited.

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Tool and Material Department.

Watchmakers' Tools of Every Description.
Watch and Clock Materials.
Work Benches.
Watch Glass Cabinets.
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Try our Genuine "L. B. Special" American Mainsprings,

FOR ALL AMERICAN WATCHES.

Acknowledged to be the Best Spring ever placed on the Canadian Market.

We have a Complete Line of Genuine American Watch Material.

IT IS THE CHEAPEST IN THE END.

Genuine W. B. Co. Watch Glasses.

"THE BEST FINISHED AND BEST GAUGED GLASS."

ORDERS FILLED FROM ANY CATALOGUE CAREFULLY AND PROMPTLY.

doubled in size, but relatively occupies a much higher place amongst the nations than ever before. We are sure that every British subject of whatever race or color throughout the world will, in spite of her age and infirmities, heartily echo the sentiment embodied in the National Anthem, "Long to reign over us," "God save the Queen."

HYMENIAL.—A wedding of interest to the jewelry trade was celebrated at the Metropolitan church on the morning of the 5th of June, when Miss Laura G. Segsworth, third daughter of Mr. John Segsworth, formerly wholesale jeweler, of Toronto, was united in marriage to Mr. R. S. Robertson, barrister, of Stratford, Ontario. Only immediate home relatives and a few friends of the contracting parties were present, it being intended that the wedding should be of a very quiet nature. Mr. and Mrs. Robertson left immediately after the ceremony, which was performed by the Rev. Mr. Turk, for Detroit and other western cities for their honeymoon trip, after which they will return and reside in Stratford, Ont.

MR. RICHARD RUSSELL, president of the Fairview Corporation, was in Toronto for a couple of days during the early part of June looking after the interests of his company. He had just returned from England, where he was successful in arranging with a strong English syndicate to purchase a large interest in the company's "Stemwinder" mine and to furnish ample money for its complete development and working. In Mr. Russell's opinion the stock of the Fairview Corporation should experience a decided revival in the near future as soon as the new stamp mill and machinery can be got at work. He left for Fairview, B.C., and had telegraphed ahead to have everything ready for an early start immediately after his arrival.

THE new electric clock which Mr. James Trotter, of Galt, has recently added to his equipment, is something that is well worth the attention of every retail jeweler. The clock proper is situated in the workroom immediately in rear of the store, and wires are run through the cellar connecting it with a large handsome dial on the right-hand side of the main entrance. The figures on the dial are Arabic and large, and easily distinguishable at a considerable distance; and the hands are also extra large and heavy. The jumping of the large hand is a continual source of attraction to passers-by, and the clock is a perfect success as a timekeeper. The work was performed by Mr. Trotter and his expert watchmaker, and reflects the highest credit on their mechanical skill.

THE REPUBLICAN PARTY of the United States in convention on the 21st June unanimously nominated William McKinley as their candidate for the forthcoming presidential election, with Governor Theodore Roosevelt as his running mate for vice-president. As the Republican Party stands for protection to American industries, sound money and sound trade expansion, they will carry with them the hearty good wishes of the majority of the Canadian people. Wm. McKinley has proved himself to be one of the greatest statesmen that ever occupied the Presidental chair of the United States, and the people of that country will, we think, make no mistake in giving him another term. So far as we can see at present, it looks as if McKinley and Roosevelt will have a practical walk over, as the Democrats have no man in sight that either has the confidence of the country or can hold his own party together.

THE Canadian Ophthalmic College reopened May 18th, with fourteen students in attendance. The class, which was largely composed of recent graduates of the Ontario College of Pharmacy, made excellent headway, and the following received the coveted diploma. May class—Roy L. Nickerson, Simcoe; Thomas L. Traynor, Carleton Place; Walter M. McKay, Port Colborne; William L. Nasmyth, Woodstock; Athol F. Stewart, Ailsa Craig; J. B. M. Hodgins, Arnprior; E. R. Des Rosrers, Ottawa; Ernest B. Ostrom, Alexandria; W. T. Rapley, Strathroy; Patrick J. Nolan, Ottawa; Valemore LeDoux, St. Hyacinthe, P.Q.; E. A. Labonte, Farnham, P.Q. June class—L. J. Manchester, Ottawa; Wm. Envoy, Stratford; W. F. Davidson, Toronto; J. A. Scott, Tavistock; A. E. Woodroofe, Woodstock; E. A. Rea, St. Mary's; J. S. Shurie, Trenton; C. N. Wheatley, Guelph; C. D. Kerr, Ottawa; W. H. Crossley, Peterboro'; A. G. Brown, Toronto; T. J. Leitch, Brantford; C. T. Reid, Brandon, Man.

SOMETHING NEW.—Postmaster General Mulock is to be commended for his adoption of the latest Yankee postal wrinkle in connection with postage stamps. Hitherto the purchaser of postage stamps was obliged to carry surplus quantities about in a breast pocket, a basket, or some such receptacle. Stamps so shelved had an ugly habit of evading their undoubted destiny. The level-headed Yankee, however, blocked this provoking tendency by inventing stamp books interleaved with wax paper, and Mr. Mulock has adopted a similar scheme. It will now be the privilege of every Canadian to purchase for the sum of 25 cents a small book of 2-cent stamps, each containing 12 stamps of that denomination. Each book consists of two pages of six stamps each, waxed paper preventing the uniting of the twenty-four cents' worth into one harmonious whole. The book is small enough to be inserted in a vest pocket. Its covers and fly-leaf are full of information regarding postal rates, etc., which are of much interest to the public and will be appreciated.

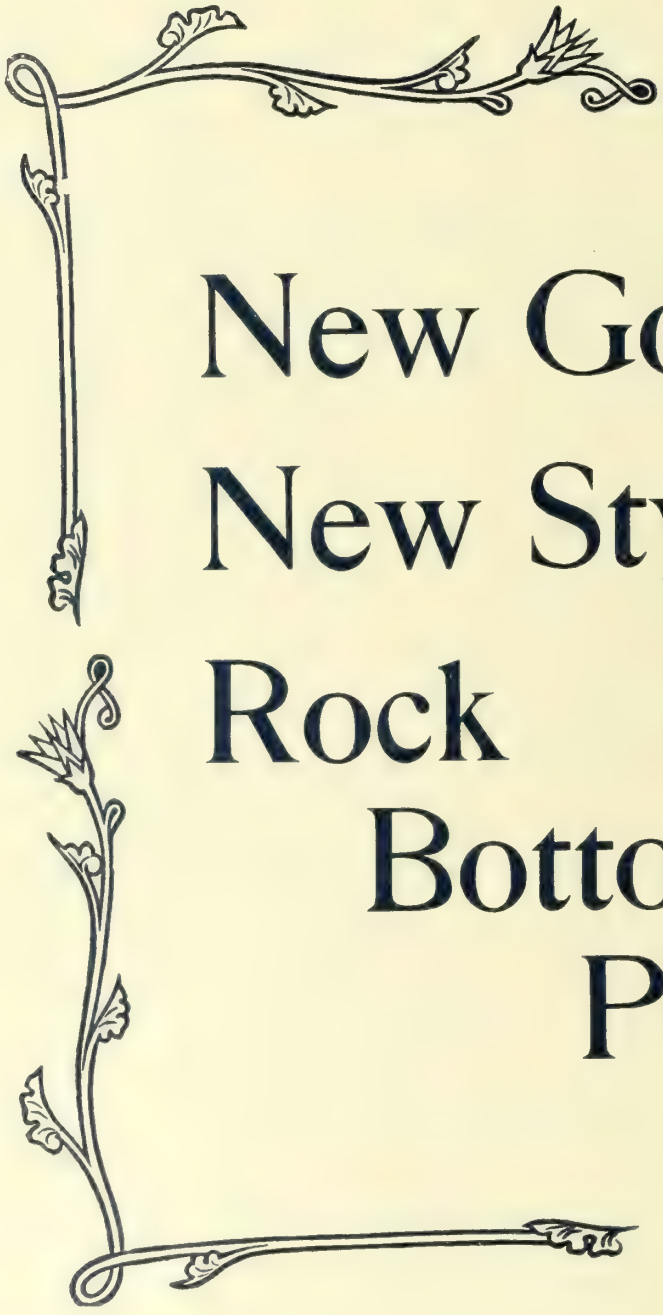
A VERY GOOD ONE.—The celebration of the news of General Roberts' capture of Johannesburg and Pretoria by the people of Toronto, was, as everybody knows, noted more for their enthusiasm than their discretion, and the numbers of American tourists who happened to be tarrying in the city at the time were not only astonished but shocked at the pandimonium which reigned for 24 hours in "Toronto the Good." Although they were astonished, they were not all impressed by the demonstration, and even from this delirium of British rejoicing some of them managed to extract glorification for Uncle Sam, as the following conversation which was overheard on King Street will show. After gazing at the noisy multitude for a time a Connecticut Yankee explained the war situation to a fellow-patriot. "You see," said he, in a knowing voice, "old Kruger had to give in because McKinley wouldn't interfere. Of course if McKinley had said the word Paul would have stayed right with the game, and there wouldn't have been any of this noise."

MR. GEORGE HUNTER, superintendent of the Elgin National Watch Company, spent a couple of days in Toronto last month on the business of his company. He says that they have increased their product to over two thousand movements per day and are straining every nerve to get it up beyond that figure as quickly as possible. In spite of all their endeavors, however, the demand for their watch movements far exceeds the supply and they see but little prospect of catching up to their orders in the near future. Mr. Hunter struck Toronto on the day that its citizens were celebrating the capture of Johannesburg and Petroria, and he thought that for a sober, God-fearing community, such as Torontonians were commonly reported to be, they were cutting a pretty wide and hilarious swarth that day. However, as it was explained to him, such events don't come very frequently, and its all right to unbend the bow once in a while anyway. Mr. Hunter left for home with a very favorable impression of Canada in general and Toronto in particular, declaring that it was one of the most beautiful cities he had ever seen.

THREE GOOD MOVES.—Acting upon the suggestion of the Canadian Manufacturers' Association the Federal Government have decided to issue a complete monthly return of all the goods imported into the Dominion, properly classified and tabulated in such a manner as to be of real benefit to the importers and manufacturers of this country. In order to put this arrangement into effect the Government purpose removing the statistical departments from the various ports and consolidate them at Ottawa. It is also proposed to reorganize the Board of Customs, the work of which will be centralized in Ottawa, and will consist of four members, two Dominion appraisers, two members to be appointed, and the commissioner. The board will determine upon the cases in Ottawa in place of the old method of going about from port to port, as has formerly been done. The third and most important change is a new regulation requiring duplicate invoices, one to be filed at the port of entry and



THE FULTON JEWEL MFG. CO., LIMITED,



See our samples before placing orders elsewhere.

MAIL ORDERS PROMPTLY ATTENDED TO.

New Goods, New Styles, Rock Bottom Prices.

40 COLBORNE ST. AND 13 LEADER LANE,

TORONTO, ONT.

the second to be forwarded to the Department of Customs, Ottawa. This change will make it necessary for the merchants to get their invoices in triplicate instead of in duplicate, as at the present time.

MR. HARRY RYRIE arrived home from his European trip about the middle of June, looking the picture of health. He reports a very prosperous buying trip and succeeded in picking up a lot of novelties in jewelry and bric-a-brac that will no doubt be appreciated by the patrons of the firm later on. In diamonds he was also fortunate in securing a large and very choice stock at very favorable prices. Mr. Ryrie visited the Paris Exposition during his trip and, contrary to the opinion expressed by some of the American visitors, notably Mr. Roosevelt, of New York, who pronounced it a huge fake, Mr. Ryrie says that it is a most delightful and artistic exhibition. He spent considerable time there and saw it thoroughly, and in his opinion it is a great success in every way. As usual the Parisian architects and designers have shown their taste and skill in everything pertaining to the Exhibition, and Mr. Ryrie is disposed to give them full credit for what they have accomplished. The Exposition is situated almost in the very heart of Paris and is very easy of access even to strangers, who appear to be fairly and liberally treated considering the conditions which now prevail in the French capital.

THE BIGGEST THING YET.—In spite of all that the French can do in the way of mechanical attractions at their Paris world's show, we doubt if they have anything which will prove half as interesting as the novelty that the St. Louis people have decided upon for their world's fair of 1903 in the shape of a mammoth watch. This gigantic timekeeper will lie on its back, will have a polished metal case, just like the ordinary watch, and will be so large and roomy inside that people will be able to walk around it, among the moving wheels. It will be nearly seventy-five feet in diameter and more than forty feet high, with a neat little stairway running all about in it, and all the wheels properly protected, so that no one can be hurt or have his clothes soiled. The balance wheel will weigh a ton, and what is called the "hair spring" in a watch will be as thick as a man's wrist. It will take about two minutes for the balance wheel to swing around and back again. It will be pivoted on two enormous agate blocks—substitutes for diamonds—and will be made of brass. One of the greatest difficulties will be in getting a balance spring of the size and strength that can stand the strain and keep its elasticity. The mainspring, of course, will be an enormous affair, somewhat more than three hundred feet in length.

CUSTOMS CHANGES REGARDING DIRECT IMPORTATIONS.—An important regulation governing shipping from Europe by the St. Lawrence route has been issued by the Customs Department. The Customs Act provides that the value for duty shall be the fair market value of goods when sold for home consumption in the principal markets of the country whence imported direct to Canada. This word "direct" has been somewhat loosely interpreted in the past in the case of British and Continental goods imported through United States ports. It is the intention of the Customs Department now to apply the law relating to direct importations more strictly, and to require that the evidence of goods brought from Europe to Canada *via* the United States being a direct importation shall be clear and conclusive. It is expected that the new regulation will promote trade *via* the St. Lawrence, as there can be no question of importations by ocean steamers to a Canadian port being direct. Hereafter European goods coming into Canada through the United States will be valued for duty as though imported from the United States, and duty will be levied on the open market value in that country, unless the bill of lading clearly shows the goods to have been consigned from Europe to an importer at a particular port in Canada.

WE ARE GLAD to see that the American Government have refused permission to the two noted Fenians—"Skin the Goat" and Mullett—who arrived in New York on the 31st May, to remain in the United States, and have, therefore, deported them back to Old Ireland. As our readers probably know, these men were tried, convicted and sentenced to prison for life for being participants in the celebrated Phœnix Park murder, Dublin, and, after serving for about sixteen years, were set free by order of the British Government. They were deported by the American Government on account of their having been convicted criminals, a class America has no use for. As was to be expected, this slap at Fenianism has been warmly resented by that body in general and by the two convicts in particular, who declare that, bad and all as their British prison was, it was in every way preferable to their place of confinement at New York, and that the American Government is under the thumb of England, and they should fly the British flag at Washington, instead of the Stars and Stripes. There is no pleasing some people, however; but, generally speaking, the common sense of the American nation will endorse this action of their Government.

ALWAYS SOMETHING NEW.—Although Soloman said "that there is nothing new under the sun" we think he must have intended that rather rash statement to apply only to his own time and not to ours. That this is so may be gathered from the following news item cabled from Great Britain last month, which, if true, gives promise of a considerable revolution in the system of public clocks the world over. The item reads as follows: "The Royal Society held its annual conversazione at Burlington House recently, when, as usual, a large and distinguished company assembled to view an interesting collection of scientific appliances and inventions. Of these perhaps the most remarkable is a clock controlled at a distance by wireless telegraphy of the Hertzian wave system. The great potentialities of the invention may be understood when it is explained that under the conditions which the exhibitor, Mr. Richard Kerr, F G.S., proposes it would be possible for the whole of the clocks in London to be simultaneously adjusted by one clock to which the necessary contrivance had been attached. To render a clock sensitive to the influence of the wave system it would be necessary to affix a receiving instrument with a coherer, an arrangement which might be extended not only to the public clocks, but to those of private residences. Then by means of a transmitter established at any point of the city, it would be possible to adjust every clock in the metropolis by the instantaneous pressure of a button."

WHEN the festivities in Toronto on account of the capture of Pretoria were at their heighest pitch a young man was found in a semi-unconscious condition near the corner of Leader Lane and Wellington Street. He was at once taken to the Emergency Hospital where he sank rapidly and died about 10 o'clock the same evening. The next day the body was identified by Mr. H. P. Chapman, of Preston Avenue, as that of his son, Arthur Chapman. The deceased was only 21 years old and leaves a young widow, to whom he was married January 22nd last. For some years past he was in the employ of P. W. Ellis & Co., jeweler manufacturers of 31 Wellington Street East. The police traced the deceased's movements before he was picked up. It was learned that Chapman, in company with about fifty of his fellow-employees, had paraded the city streets until about 11 o'clock, when he complained of feeling unwell. He returned to his place of employment and found a comfortable spot in the basement, where he tried to rest. About two hours later Mr. J. H. Klein, another official in the employ of the company, discovered him and aroused him from his slumbers. Chapman then left the building and it is believed he sank down just after crossing the street. Dr. G. Chambers, who made the post-mortem examination, is satisfied that death resulted from a hemorrhage of the brain, brought on by a long standing cancerous growth, and thought that an inquest was unnecessary. The body was handed to the relatives for burial.

A CONTRAST.—As our readers are aware, the Boer delegates to the United States have been perambulating that country for the past month or more, and making the air blue with the vehemence of their charges against the tyranny and illiberality of British rule in South Africa. Mr. Fischer, the secretary of the delegation, was declaiming about their wrongs not long ago to a party of interested American politicians, when he was approached by a resident of Capetown, who was well known to him at home and who had had business transactions with him at different times. This gentleman said to

The Perfected American Watch.



ALTHAM watches earned for Americans the title of watchmakers to the world. They have always triumphed at the great international expositions wherever exhibited—London, Paris, Melbourne, Sydney, Philadelphia, Chicago—because they have always been the best. After nearly half a century of progressive achievements, the AMERICAN WALTHAM WATCH COMPANY stands further ahead of all competitors in the quality and volume of its product than ever before. You do not wander in the field of doubt when you buy a WALTHAM watch. The dealer who sells it may go out of business, but the AMERICAN WALTHAM WATCH COMPANY stands sponsor, guaranteeing the movement to be made of the best materials and upon the most approved principles.

To fill the widely ranging demands in all countries, the AMERICAN WALTHAM WATCH COMPANY makes six sizes and more than fifty grades of watch movements. The choice of size is largely a matter of individual taste, but some grades are particularly adapted to certain vocations.

Railroad men, for instance, must have very close running watches. Most of the railroads in the United States have watch inspection service, which is conducted under the management of experienced watchmakers with the same degree of system that prevails in any other department of these corporations. Their trainmen are required to carry watches of determined jeweling and adjustments, which must be regularly submitted to an authorized inspector for examination. It is well so. On lines employing the inspection service, the percentage of accidents arising from the use of faulty timepieces has been minimized. Doubtless such a safeguard will be adopted on all railroads within a few years.

The manufacture of "railroad watches," to speak colloquially, began with the CRESCENT STREET. This was for years the highest grade of 18 size WALTHAM watch. Later came the APPLETON, TRACY & CO.; RIVERSIDE; VANGUARD and others. The AMERICAN WALTHAM WATCH COMPANY was the first and for many years the only watch manufacturing concern that constructed a movement specially adapted to railroad service. All railroad watches of other makes are comparatively recent efforts.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

him: "Mr. Fischer, you have been making charges against the British in Cape Colony of illiberality in election matters and trying to show how much more liberal than theirs was Mr. Kruger's franchise offer to the Outlanders. Is it not a fact, Mr. Fischer, that you personally voted in two different constituencies in Cape Colony at the last Parliamentary election?" After some hesitation, Mr. Fischer had to admit that he had so voted. "Now,' said this gentleman, "you were not born a British subject nor were you ever naturalized, were you?" and Mr. Fischer was again forced to admit the truth of both of these queries. The gentleman then said to him: "This being the case, you voted in a British country for members of Parliament without either being a British subject by birth or having taken the oath of allegiance, and hundreds upon hundreds of your fellow-Boers have done the same thing for years, and yet, knowing all this, we British Cape Colonists have never objected to your so voting or sought to try to deprive you of the privilege." Turning to the Americans present, he said: "Gentlemen, if you will kindly contrast this liberal treatment of the Boers in Cape Colony in franchise matters with Mr. Kruger's proposals to Sir Alfred Milner at the Bloemfontein Conference, you will at once see the utter hypocrisy of the Boer contention that they offered the Outlanders a fair or even reasonable chance to become citizens of the Transvaal Republic, as many were willing to do." The wide-awake Americans at once caught on to the point, much to the discomfiture of Mr. Fischer.

THE BY-LAW recently passed by the Toronto City Council, making it compulsory for retail merchants to close their stores not later than seven o'clock in the evening, merits more than a passing remark, inasmuch as in our opinion, it most decidedly interferes with the true liberty of the subject, which is not only the birthright, but the proud boast of every British citizen. We cannot see how the Council has any right whatever to say to retailers, "you must cease doing business at seven o'clock every evening, under penalty of a fine." While such a by-law does not affect the large stores, which nearly all close at six o'clock anyway, it does affect, and that adversely, the small places of business, which are run mainly by the proprietors alone, or perhaps with the assistance of one or two clerks. To the man who attends exclusively to his own store it seems particularly hard as he often makes the bulk of his day's sales after the large down-town stores are closed. We can see neither rhyme or reason in the City Council compelling such a merchant to close at seven o'clock if he wants to work, and we are satisfied that if a test case were made and carried through the courts the by-law will be found *ultra vires*. It seems to us that the City Council has just as much right to prevent a man from working in his garden in the evening as working in his store, and the nonsense of the proposal would become speedily apparent were they to attempt to follow this paternal legislation to its legitimate conclusion and prevent labor of any kind after certain hours. It seems to us that every man has the inalienable right to work as many hours as he pleases so long as he does not interfere with anyone else, and looked at from this standpoint and also that such legislation could only be enforced in restraint of trade and to the occasional inconvenience of the public, it seems to us to be a very unwise as well as a very foolish piece of civic legislation. We notice that almost a similar view to the one we have expressed has been recently voiced by so great a statesman as Lord Salisbury, Premier of Great Britain. Referring to similar legislation passed in England, the Premier pronounces it to be unjust and unwise, and an interferance with the liberty of the subject and of the freedom of trade which should exist in every community. The present indications are, that, so far as Toronto is concerned, this civic by-law will be more honored in the breach than in the observance.

THE FARCE originated by the *Philadelphia North-American* newspaper in sending a memorial from the school children of Philadelphia by a special messenger boy to President Kruger at Pretoria, will go down into history as one of the most absurd jokes of the nineteenth century. It appears that so far from this childish schoolboy demonstration being spontaneous, it was the result of a carefully-prepared scheme for the purpose of booming the circulation of the above-named Philadelphia newspaper, which not only paid all the expenses connected with the getting up of the message and special messenger boy, but also sent along one of its own newspaper staff to chronicle the historic meeting of President Kruger and the Yankee messenger boy. This newspaper historian faithfully executed his trust and cabled back to his journal so as to give them a scoop on the news, the details of the momentous event. The messenger boy and his newspaper keeper reached Pretoria just as President Kruger and his Government were in the middle of their preparations for flight. The occasion was so important, however, that the aged President at once suspended all these preparations, gathered his civil and military advisers around him, and proceeded to the legislative hall in order to receive the Philadelphia deputation as befitted their rank and station. The scene belongs to farce comedy rather than to history. The moment was impressive. The correspondent refers eloquently to the rumbling of ox-carts, and suggests that the burghers were fleeing from Pretoria in expectation that the British were already close to the capital. Amidst all this turmoil and confusion the correspondent of the *Philadelphia North-American* enters the legislative hall, having in tow the despatch boy, who is travelling as the advertising agent of John Wanamaker's journal. President Kruger and Secretary Reitz are compelled by the laws of politeness to pause and serve as bill-boards for a fake advertising scheme. The messenger boy, in what is described as a brief but manly speech, handed him the album. The illuminated assurance that so many thousand American schoolboys sympathized with the Boers must have been of exceedingly great value to President Kruger in this hour of trial. The resolution, in the form of an album, with the autograph of each sympathizing schoolboy, may have cheered the retiring firm of Kruger & Reitz, but did not inebriate them with the strength to stay and fight the British. It affected the President to such an extent, however, so the chronicler avers, that the tears trickled slowly down his nose as he thanked the American schoolboys for their message of sympathy which he knew was but a reflex of the sentiment of their elders, and he deputed the messenger to convey to them all and sundry his paternal blessing. Then, blowing his nose and resuming his faithful pipe which he had taken from his mouth while addressing the delegation, he slowly and mournfully departed from the scene of his former triumphs and glories. *Sic transit gloria mundi.*

SINCE OUR LAST ISSUE, momentous events have happened in South Africa. On May 28th Lord Roberts, on behalf of the British Government, formally annexed the Orange Free State to the British Empire, the same to be known henceforth as the "*Orange River Colony.*" In military matters, it has been one of the most eventful in the history of the war. By vigorous marching and hard fighting, Lord Roberts has driven the Boer armies back pell mell out of the Orange Free State, captured Johannesburg and the celebrated gold mines of the Rand intact, captured also Pretoria the capital of the Transvaal, and driven President Kruger and his Government out into the country to scurry their capital around in a palace car as long as they are able to hold the railway. Lord Roberts has also liberated all but 900 of the British prisoners captured since the commencement of the war who were confined at Watervaal, near Pretoria. Mafeking, with its heroic commander, Baden-Powell, and its gallant garrison, has been successfully relieved, and the entire western and southern parts of the Transvaal Republic has been taken possession of by the British troops. In Natal, General Buller has defeated the Boer army pitted against him and driven them successfully from one fortified position after another, including those historic landmarks of Boer prowess, Majuba Hill and Langs Nek. The Langs Nek tunnel, which the Boers thought they had blown up so effectively as to prevent its use for months, has been cleared out and repaired by the British engineers, and trains are now running regularly from Durban through to Heidelburg, and probably will go through to Pretoria in a few days. This new line of railway will give Lord Roberts a means of obtaining supplies less than one-half as long as the one from Cape Town which he has hitherto been



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We are now showing at our new warerooms, 50 Bay Street, Toronto, the largest and most complete line of Sterling Silver Flatware, Hollowware and Novelties generally that has ever been brought together in the Dominion of Canada.

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forced to employ, and one moreover that can be guarded with one-tenth of the troops, seeing that it runs mainly through a friendly country. Another effect of the possession of this railway and the junction of the armies of Lord Roberts and Buller will be to completely isolate the Boer armies of the Free State and the Transvaal, and this once effected they will be easily dealt with in detail by the British forces which can be concentrated upon them. In fact the situation at present looks as though the Boers have about played their last card, and nothing is apparently left to them but surrender or a guerilla warfare in which they would speedily be hunted down by the superior forces opposed to them. The Boers have put up a good fight in some ways, but their leaders must be a badly disappointed crowd now that the hollowness of their military strength has been so completely exposed to themselves as well as to the world. These two countries which might have remained as independent powers had they only had the sense to have fallen in with modern conditions, have now to look for their future *within* the British Empire, and they may just as well make up their minds to accept the situation and make the best of it. Under the new conditions they will be citizens of a country which will give them the fullest measure of liberty and a higher phase of freedom and civilization than they could ever have hoped to enjoy under the rule of the oligarchy which has been disgracing the name of republic for the past eighteen years.

LITERARY NOTICES.

ERNEST SETON-THOMPSON'S "Wild Animal Play" gives special interest and sprightliness to the July *Ladies' Home Journal.* Into its roles children are ingeniously fitted to impersonate the wild animals Mr. Seton-Thompson has known and told about with so much charm. The early days and notable incidents of "The Fashionable Summer Resorts of the Century" are graphically recalled, and the story of a real heroine of the Continental Army is told in "The Girl Who Fought in the Revolution." Edward Bok sets forth with much emphasis the benefits of living in the country, "An American Mother" writes on "Is a College Education the Best for Our Girls?" and Edward B. Rawson points out the harmful effects of "Letting Children Rust in Summer." The experiences of "A Missionary in the Great West" are continued in the July Journal. The fiction features are "The Story the Doctor Told" and "The Voice in the Choir." "The American Girl at Her Sports," by H. C. Christy, is shown in a page drawing. Other pictorial features are examples of the work of "Albert Lynch: a Painter of Fair Women," "In Some Old-Fashioned Gardens," "Here and There in a Summer Cottage," "Through Picturesque America," etc. Timely articles on every branch of home making and special features for the entertainment of children make the July Journal instructive and helpful, as well as interesting and attractive. By the Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

"THE REDEMPTION OF DAVID CORSON." Comment by Newell Dwight Hillis, Plymouth Church, Brooklyn. The historical novels, like "To Have and To Hold," and "Richard Carvel," have their limitations, clear and sharp, and are easily placed. But it is not easy to classify such a story as "The Redemption of David Corson." It strikes a strong, healthy, buoyant note. If there are stormy elements in the scene, there is also a bow of promise in the black cloud. If there is the life-long story of human frailty and trouble, there is also victory over trouble. If this youth and maiden finally eat the fruit of the tree of knowledge of good and evil, and are driven out of the paradise to wander amidst thorns and thickets, they soon revolt from the thorny path, and leaving the desert, they turn eagerly back toward the lost Eden, and in the cool of the evening they find again the old path that leads to happiness and peace. This Quaker boy enters the scene, clothed with the fascination that only the strong possess. He dreams, he sings, he sees visions of the future, he is tempted, he loves, he hesitates, he sins, he falls, he wakes with a shock of horror, he climbs slowly upward upon the rounds down which he descended, he conquers our admiration and our love.

The plot is very simple, and that itself is high praise. All complex work is poor, and all good work is simple. The sweetest song represents a single chord embroidered with a few notes, high and low. The Venus de Milo is simple; a single substance, marble, for the wide brow, shaped by a single line, named the curve. The perfect gown for the bride is the Greek gown; one color, white; one flower at the throat, a red rose. And "David Corson" deals with but two or three universal elements. A Quaker boy, at once strong and fine, but undisciplined; a gypsy girl, whose native beauty and goodness are ancestral, whose sweet waywardness comes through environment and association; a quack doctor, familiar fifty years ago to every American town and city; then, the play of a few simple motives—doubt, love, jealousy, sin, reaction, forgiveness of one's enemies, and at length the youth, no longer prostrate in the mire, but David Corson, who has recovered his native simplicity.

Charles Frederic Goss is well known in the west for his studies of municipal life, and for that charming little volume, "The Optimist." This is his first attempt in fiction, and "The Redemption of David Corson" has its place among the strong books of the year. Fortunately the field is new. Other novelists have worked the old Jesuit regime, the Puritan life of New England, while more recently the story of old Maryland, Virginia and Kentucky has been freshly told. There remains only the old Dutch life at Albany, with its somewhat sombre tints, the rich tropic atmosphere of early Florida and South Carolina, to which must be added that fresh field named the interior and West. In the Ohio Reserve there met a strange, strong, motley company, and in these pages we taste that early life with the crisp pungency that belongs to the wild strawberry. Mr. Goss has a great field, and if his first novel has charmed and delighted his readers, it is a pledge and prophecy of a second novel already in preparation—a book that we hope is soon to come. William Briggs, Publisher, paper 75; cloth $1.25.

LONDON TO LADYSMITH VIA PRETORIA. By Lieut. Winston L. Spencer Churchill. Few men at the age of twenty-five have attained such remarkable prominence as Lieut. Winston Spencer Churchill. Of distinguished parentage—a son of the late Lord Randolph Churchill—he early showed inherited tendencies toward greatness; but with his own hand, he has made the bell of the world ring out his name as soldier, war correspondent and novelist. It is as a maker of books we have to deal with him now, though his personal history is very interesting and difficult to lay aside.

Hardly had his latest book, "London to Ladysmith via Pretoria," issued from the publishing house before comments full of highest praise appeared in the leading journals not only of the British Empire but the United States.

Written of things passing before the author's sight, this story of the war has all the vivacity, all the intense interest of a great play. The account of the departure from England, and the sea voyage, is not made tedious. Then comes the first advance toward the front. With a thrill we read of the narrowing freedom of the line as the scene of active operations was approached; and the fight on the armoured train, when Lieut. Churchill was made a prisoner—a lively scene. When he again reached the front—after his escape—it was on the banks of the Tugela River, and the story becomes wholly absorbing—the operations there being yet fresh in our minds. A simple diagram enables the reader to get at the exact situation before Spion Kop, and the story of Acton Homes and the Kop itself is told with concise clearness. The writer's view of the failure to permanently dislodge the Boers from Spion Kop after a desperate fight should be studied by everyone interested in the progress of the war.

One by one the vital positions of the besiegers were taken, and the deadly British bayonet glutted itself with Boer blood. At length the town was in sight, the relieving column was in touch with the defenders. News came to the advance guard that the way was open to the city.

With the vanguard, Lieut. Churchill galloped toward Ladysmith, and thus graphically describes it :—

"Never shall I forget that ride. The evening was deliciously cool. My horse was strong and fresh, for I had changed him at mid-day. The ground was rough with many stones, but we cared little for that. Beyond the next ridge, or the rise beyond that, or around the corner of the hill, was Ladysmith—the goal of all our hopes and ambitions during weeks of almost ceaseless fighting. Ladysmith—the centre of the world's attention, the scene of famous deeds, the cause of mighty efforts—Ladysmith was within our reach at last. We were going to be inside the town within an hour. The excitement of the moment was increased by the exhilaration of the gallop. Onward wildly, recklessly, up and down hill, over the boulders, through the scrub Hubert Gough, with his two squadrons, Mackenzie's Natal Carbineers, and the Imperial Light Horse were clear of the ridges already. We turned the shoulder of a hill, and there before us lay the tin houses and dark trees we had come so far to see and save.

"The British guns on Cæsar's Camp were firing steadily in spite of the twilight. What was happening? Never mind, we were nearly through the dangerous ground. Now we were all on the flat. Brigadier, staff, and troops let their horses go. We raced through the thorn bushes by Intombi Spruit.

"Suddenly there was a challenge. 'Halt! Who goes there?' 'The Ladysmith relief column!' and thereat from out of trenches and rifle pits artfully concealed in the scrub a score of tattered men came running, cheering feebly, and some were crying. In the half light they looked ghastly pale and thin. A poor, white-faced officer waved his helmet to and fro and laughed foolishly, and the tall, strong Colonial Horsemen, standing up in their stirrups, raised a loud, resounding cheer, for then we knew that we had reached the Ladysmith picket line."

The book is appropriately bound in the color of khaki. Paper, 75 cents; cloth, $1.25. Published by the Copp Clark Company, Limited, Front Street West, Toronto.

"GRAMMA," the story of a cat, by Dr. John S. Owen, of Detriot, has just been perused by us with a great deal of interest, not only on account of the author, who as our readers are aware, has edited the optical column of THE TRADER for nearly twelve years; but more on account of the story itself which is well told and portrays the cat's life from the cat's standpoint in a very natural and interesting way that will hold the attention of its readers. In our opinion Dr. Owen's little work is timely as to its object, which is to secure more considerate treatment for cats generally, while from a literary standpoint it will rank alongside of "Black Beauty" and "Beautiful Joe" those old favorites of which hundreds of thousansd of copies have been sold during the past few years. Dr. Owen's little book is well illustrated with half tone engravings, and in paper cover sells at the modest price of 25 cents.

CEMENT GLUE.—Following is a composition to make glass adhere to precious metals: Sandarac varnish, 15 parts; marine glue, 5 parts; drying oil, 5 parts; white lead, 5 parts; Spanish white, 5 parts; turpentine, 5 parts. Triturate all to form a rather homogeneous paste. This cement becomes very hard and resisting.

PRODUCTION OF ARTIFICAL, MOLTEN OR SINTERED CORUNDUM.—This is produced by bringing a mixture of aluminium to a reaction with an oxygen compound (e. g., chromic oxide, boracic acid, etc.), whereby with possible separation of the metal or metallic oxide originally bound to the oxygen, the formation of aluminium oxide results in a molten or sintered state. From the corundum thus obtained grinding bodies, etc., are formed by the mixtures chosen not becoming liquid in the reaction and retaining the desired form already before the reaction. The introduction of the endothermic reaction is accomplished from one place. The corundum bodies formed in a fire liquid state are used for drilling, grinding and other purposes.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

BUSINESS FOR SALE.—A good jewelry business in Alameda, Assa., including stock, store and dwelling. Value, $1,500. Terms, two-thirds cash, balance in 9 months. Proprietor giving up business on account of failing health. Address T. H. Scott, Alameda, Assa.

FOR SALE.—A jewelry and undertaking business in a good live town in Ontario. Good reason for selling. N. Cameron, Kemptville, Ont.

JEWELRY BUSINESS FOR SALE, in Drumbo, with or without stock. First-class chance for young man to get an established business. Address W. H. Wegenast, Drumbo, Ont.

JEWELRY BUSINESS IN MANITOBA FOR SALE.—A well-established business in a good city. Stock and fixtures, $6,000, or would take a partner with $2,500 cash. Address The T. H. Lee & Son Co., Limited, Toronto.

SITUATION WANTED.—By a practical watchmaker, jeweler and optician. Good salesman. Address W. J. Aelick, Manitowaning, Ont.

SITUATION WANTED.—By man having long experience in watch, clock and jewelry work. Can give good references. Address Watchmaker, 49 Dovercourt Road, Toronto.

SITUATION WANTED—At the watch bench. Have been a year and a half at the trade. Can do ordinary watch and clock work. My desire, to improve, wages no object. Age, 19 years. Satisfactory references as to character, etc. Address A.P., Lock Box 14, Brussels, Ont.

SITUATION WANTED—By a young man, age 22, strictly temperate, with 5 years' experience at watch, clock and jewelry repairing. I have my own tools, including a Rivet lathe; can furnish references as to ability and character. Address Box 132, Renfrew, Ont.

WANTED.—Watch repairer; first-class hand, to take charge of repair department. $15.00 per week to start. None but first-class hand need apply. E. Davidson, Hamilton, Ont.

WANTED—At once, a young man of about 18 to 20 years of age to take charge of watch, clock and jewelry repairing. Must talk English and French; also furnish references. Apply to P. O. Box 205, St. Johns, P.Q.

WANTED.—By an expert mechanic, all-round jeweler, optician and engraver, a position of trust. Am able to take complete charge of factory or store. Can furnish the highest testimonials of character and ability. Address R. C., Jarvis Post Office, Bank St., Ottawa.

WANTED.—A young man, with natural ability for the watch-making business, with from two to three years' experience, who can do hard and soft soldering and all ordinary clock work and do it well. No one but a steady, honest and industrious young man need apply. Please send references and state amount of wages expected in first letter. T. N. Rickard, Lock Box 94, Bowmanville, Ont.

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V.T.F. Watch Glasses, Beaded Label, in 1-16 Genevas, per grs.	$1 50
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Nickel Bows, 6, 16, 18 size, separate or assorted, per doz.	25
White Metal Bars or Swivels, per doz	35
Fine Gilt Bars or Swivels, per doz.	50
Roll Plate Bars or Swivels, per doz	1 25
Fine Roll Plate Lever Button Backs, per doz.	50
Imitation Half Pearls, assorted, per grs.	40
Watch Paper, box of 1,000 sheets, per box	40
Fine American Roll Plate Wire, per ½ oz. coil.	65
Swiss Mainsprings, best quality, per doz.	50
Swiss Balance Jewels, sapphire and rubies, assorted, per grs.	2 75

American made Balance Staffs for Elgin, all sizes.
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" " " Columbus, "
Also for all other makes not mentioned above.

Gray finish, per doz., 75c. Polished, per doz., $1.00.

Jewels for all sizes American Watches, Garnet, per doz., 50c.
" " " " Sapphire, " 75c.
Ruby Pins " " " per doz., 15c.; per grs., $1.50.

Genuine Waltham A.K. Mainsprings for all sizes Waltham, per doz., 75c.
" American A.K. " " " Am. Watches, per doz., 75c.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over, and on orders for the North-west and Lower Provinces amounting to ten dollars or over.

The above prices and quality of Staffs and Jewels are only to be had by sending orders direct to my Office, **67 Yonge St., TORONTO, as I do not send out Travellers.**

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The line includes

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We are showing a new and attractive line of watch cases in Nickel, Silver, Filled and Gold, made by the Montreal Watch Case Co., which we guarantee to be equal in pattern and finish to any goods shown in Canada.

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We are giving special attention to all kinds of repairs in jewelry for the trade only.
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New 14 Size Thin Model.

No. 14—Silver, E. T. Back $7.50 each
" 333—Nickel, Plain Back..... 3.80 each
" 343—Oxidized Steel. 5.00 each
" 333—Nickel, Plain Back, Card Dial... 4.50 each
" 343—Oxidized Steel, Card Dial..... 5.50 each

The Oxidized Steel has Gilt Bow and Crown.

No. 343 is the lowest priced American 14 Size Black Steel Watch on the market and only $5.00 each.

Gents' Trump Line.

No. 11—Nickel, Plain Back ... $3.50
" 19—Nickel, E. T. and Engraved Back 3.50
" 21—Nickel, Scroll Engraved Back..... 3.50
" 29—Nickel E.T. Engraved Back 3 50
" 41—Glass Front and Back 3.50
" 1785—Black Steel, Plain Back..... 4 00

No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only $4 catalogue list.

Ladies' Trump Line.

No. 211 in Plain Nickel Case..$4.40
" 213 in Fancy " " 4.40
" 223 in Engine Turned Case 4.40
" 301 in Plain or Engine Turned Gold Gilt Case. 5.00
" 313 in Fancy Engraved Gold Gilt Case 5.00
" 279 in Black Steel Plain Case 4.70
" 271 in Black Steel Plain Case 5.00

No. 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only $5.00 each.

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

Seth Thomas Movements.

The "Century" Movement.

18 Size, Open Face or Hunting.

DESCRIPTION—18 Size, ¾ Plate. 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

Century, price for Movement $3.80

"Eagle" Movement.

6 Size, Open Face and Hunting, Lever Setting.

DESCRIPTION.—6 Size, ¾ Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

6 Size Eagle, price for Movement..... $5.90

"Eagle" Movement.

18 Size, Open Face or Hunting, Lever Setting.

DESCRIPTION—18 Size, ¾ Plate, 7 Jewel Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

18 Size Eagle, price for Movement..$4.70

Ingersoll Watches.

Complete New Price List.

Yankee, Nickel, plain back (new model)	$2.00
Yankee, Gilt, plain back (new model).....	2.00
Champion, Nickel, plain back, stem wind	2.40
Champion, Gilt, plain back, stem wind	2.40
Champion, Nickel, fancy back, stem wind	2.40
Champion, Gilt, fancy back, stem wind.....	2.40
Eclipse, Nickel, plain back, stem wind and stem set	2.80
Eclipse, Gilt, plain back, stem wind and stem set	2.80
Eclipse, Nickel, fancy back, stem wind and stem set.....	2.80
Eclipse Gilt, fancy back, stem wind and stem set.....	2.80

New Line Ingersoll Watches.

Triumph, Silver Finish, plain back, stem wind and stem set	$3.50
Triumph, Oxidized Black, plain back, stem wind and stem set	3.50

Bargain.

SPECIAL HERALD—To give all customers a chance to see and examine these absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of $1 20 net.

Bargain.

Price for 1 dozen New Model Yankee Watches only $21.60. Less Trader Discount.



18 Size Hunting.
Engine Turned to Shield Case, same also made in Open Face.

Rega .

Plain Bassine Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting, 10 dwt	$19.50
0	"	14k	" 13 "	28.30
0	"	18k	" 16 "	39 50
6	"	10k	" 16 "	26.70
6	"	14k	" 19 "	37.90
6	"	18k	" 22 "	51.50
12	"	14k	" 30 "	55.50
12	"	18k	" 35 "	77.50
12	"	14k	Open Face, 25 dwt	55.00
12	"	18k	" " 30 "	75.00
16	"	14k	" " 33 "	67 80
16	"	18k	" " 40 "	95.00
16	"	14k	Hunting, 42 dwt	74.70
16	"	18k	" 48 "	103.50
18	"	14k	" 45 "	79.50
18	"	18k	" 55 "	117.50
18	"	14k	Open Face 40 dwt	79.00
18	"	18k	" " 45 "	105 00

Subject to Herald Discounts.

See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting, 10 dwt	$19.50
0	"	14k	" 13 "	28.30
0	"	18k	" 16 "	39.50
6	"	10k	" 16 "	26.70
6	"	14k	" 19 "	37.90
6	"	18k	" 22 "	51.50
12	"	14k	" 30 "	55.50
12	"	18k	" 35 "	77.50
12	"	14k	Open Face, 25 dwt	55.00
12	"	18k	" " 30 "	75.00
16	"	14k	" " 33 "	67.80
16	"	18k	" " 40 "	95.00
16	"	14k	Hunting, 42 dwt	74.70
16	"	18k	" 48 "	103.50
18	"	14k	" 45 "	79.50
18	"	18k	" 55 "	117.50
18	"	14k	Open Face, 40 dwt.....	79.00
18	"	18k	" " 45 "	105.00

Subject to Herald Discounts.

See Page 315H August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts. **Watch Department.**

THE INCREASING DEMAND

FOR THE

H. & A. S.

Seamless Gold Filled Chains

has enabled us to greatly enlarge our line of Gents' and Ladies' chains.

We beg to thank the trade for its hearty and generous support for this, a new line, and we are pleased to see that our fifty years of hard work and honorable dealing has not been without its reward.

Remember that the H. &. A. S. chains are made and guaranteed by

H. & A. SAUNDERS, *THE PIONEER JEWELERS,*

20 and 22 Adelaide Street West,

TORONTO.

N.B.—Every H. & A. S. chain is accompanied by a certificate of guarantee and is stamped the number of years for which it is guaranteed.

NONE GENUINE OTHERWISE.

Saunders, Lorie & Co.,

...67 Adelaide Street West, TORONTO.

FINE MOUNTINGS.

We make a specialty of fine Diamond Mounting and are prepared to submit sketches at short notice with prices.

Our Trade Mark, ..A KEY, Guarantees the Quality of the Goods.

PEARL BROOCHES.

Our stock in this line is very varied and extensive enough to allow a customer to make immediate selection.

PEARL PINS.

We have just got out a complete new series of the latest patterns.

CLUSTER RINGS.

We claim to have the largest assortment of fine Diamond Mounted Rings in the country.

The Trader & Canadian Jeweler

TORONTO, ONT., AUGUST, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.

EDITORIAL

A NOTABLE CASE.

A CASE of considerable interest to Canadian manufacturers and the Canadian jewelry trade was decided not long since in the English courts, and inasmuch as the principle involved in the decision of the judge voices a complaint that has been strongly urged upon the Canadian Government by our manufacturers, it is worth more than a passing notice.

It appears from the evidence that certain so called manufacturers in England were in the habit of having the majority of their watch parts made to order for them in Switzerland; these were assembled and the watch finished in England and then sent out to the trade as "English Lever Watches." This practice was objected to by some of the bona-fide English manufacturers who make "English Lever Watches" in English factories with English labor, they claiming that such goods were really Swiss imitations of English lever watches and had no legal right to masquerade under the name of English made goods. The trial lasted about ten days, and much evidence was given on both sides, the result, however, was that the judge decided that the defendants were guilty of applying a false trade description as to the place or country in which the watches were made. In giving the reasons for his decision the judge said: "It is not disputed that the watches in question did contain several parts of foreign manufacture, and that they are sold as English lever watches with the English hall-mark upon them. The question for me to determine is whether that trade description is false in a material respect, and after giving the matter my best consideration I have come to the conclusion that it is. The defendants have acted deliberately in what they have done, and seem to have considered the question of whether they were justified in importing the foreign parts which they have used in their watches. They maintain that they have not exceeded the limits which are allowed by statute and the custom of the watch trade. In my opinion they have exceeded those limits, and it is somewhat significant that since the summonses were taken out new machines have been introduced into the factory by the defendants for the manufacture of parts previously imported from Switzerland. The question of materiality is no doubt one of degree. It is one in which the evidence of experts is of importance, and that evidence in this case appears to me to be almost entirely in favor of the prosecution. Defendants did not call a single witness who was unconnected with their own business to say that in their opinion the foreign parts used by the defendants were so immateriel that they might be disregarded in the description. The relative cost of the foreign parts to the cost of the whole watch is an element of some importance in determining materiality. The defendants did not call the best evidence upon this point, and I am bound to assume that they refrained from calling it advisedly. It was admitted by Mr. Tucker that the train was the most essential part of the watch, and that the train in each of the watches, consisting of three wheels and four pinions, was of foreign origin, in addition to several other parts of greater or less importance. It would, in my opinion, reduce the Act to an absurdity if I were to hold that such parts were not material to a correct description of the watch, in the same way as the screws or the dial might be considered immaterial. It was contended by defendants that the train and other foreign parts used in these watches were on the same footing as the mainspring and hair-spring, which are nearly always of foreign origin in what are honestly called English watches. I think they are not on the same footing, because by the custom of the watch trade the mainspring and hair-spring are known and allowed to be of foreign origin in nearly every watch, so that no trader is deceived by their not being taken into account in the description. It was further urged for the defendants that those foreign parts need not be considered in this description, because those foreign parts were imported in the rough, because they had to be shaped, polished and fitted in this country. That plan was deliberately adopted by the defendants for some reason which is not disclosed. The evidence is that important parts were made in Switzerland according to defendants' orders, and in my opinion they were essentially made or produced in Switzerland, and the place of origin is not altered by the fact that they have had more or less work done upon them in Eng-

land before they were fitted into the watch. . . . My order is that defendants pay a fine of £20 and pay £10 costs, and that the watches in court be confiscated, except such as defendants may prove to the satisfaction of an independent expert not to contain foreign parts similar to those in "A," "B," "C" and "D," such expert to be agreed upon by the parties, or, failing agreement, to be appointed by myself."

By this judgment it has been established in the English courts that in order to be considered and advertised as "English made," the larger proportion of the manufactured material and labor involved therein should be English. With this principle we heartily agree.

The application of this principle to Canadian imports shows that at the present time the preferential tariff in favor of British goods is being taken advantage of by English jobbing houses, and in some cases even by English manufacturers who ship what are practically foreign made goods into Canada as English, and thus secure for them the reduction of duty to the detriment of the Canadian manufacturer and the loss of the Canadian revenue.

The matter was recently put before the Canadian Government in the memorial of the Canadian Manufacturers' Association in these words, "in some lines goods are coming into Canada from Great Britain, and getting the full benefit of the preferential tariff, although in some cases all, and in other cases almost all the labor expended on them is not British but foreign. In such a case the preference acts not against the foreign manufacturer, but against the Canadian, and to remedy this the Government is strongly urged to raise the percentage of British labor in manufactured goods from 25% to 50% before this preference can be obtained; and also to use most stringent measures to guard against false returns being made leading to the importation of foreign goods under the name of British manufactures."

Canada's preferential tariff was intended to foster and build up trade between this country and Great Britain, and never for a moment contemptated giving a similar advantage to goods made in France, Belgium or Germany, all of which countries on account of their cheap labor are in a position to sell many lines of goods to England cheaper than they can be made there.

British merchants are the great middlemen of the world, they buy always in the cheapest market, no matter what that may be, and have no care whether their doing so substitutes foreign goods for English manufactures or not. In this fact, however, lies the weakness of our tariff reciprocity in favor of British manufactures, and if it is intended to really help bona-fide British manufacturers instead of bona-fide foreign manufacturers, or the hybrid British foreign manufacturers located in England, our Government will act wisely if they heed the suggestions tendered to them by so experienced and influential a body as the Canadian Manufacturers' Association.

BOSTON, Mass, July 1.—John F. S. Huddleston, widely known as a maker of high class meteorological instruments, died to-night after a brief illness at his home, 34 Union Park, this city.

A LESSON IN ECONOMICS.

OUR esteemed contemporary, *The Toronto Globe*, has a paragraph in its daily issue headed with the above caption, "A Lesson in Economics," but if one were to judge by the matter that is often contained therein, it would better be entitled, "Lessons in Economic Ignorance."

For example, last month the following appeared under this caption, the italics only being ours: "The Russian Government, in order to promote the development of Siberia, has sanctioned the importation, duty-free until 1909, of all plants necessary for the Siberian and Ural mining industry through all the nation's frontiers. No customs dues are to be levied until 1903 upon fishing nets and machinery necessary for the different manufacturing and mechanical establishments of Siberia which may be imported through the mouths of Siberian rivers. This is a reversal of the theory for which a few unfortunate words by John Stuart Mill are responsible. *Instead of protection in the infancy of development, there will be free trade during that infantile period. The Russian method is the more reasonable. It is in the infancy of development that free trade is the more necessary. An obstruction to trade can never be anything but a burden at any stage of development, but, like all burdens, it is easiest borne during the period of greatest strength, and is most injurious during the period of greatest weakness. It is less injurious to adopt free trade in the infancy of development and protection at a later stage than to reverse the order.* It is still less injurious to adopt freedom in the infancy of development and continue it."

Surely the writer of the above never expected any person to be taken in by such an exhibition of economic ignorance. One has only to look around him in this country and more especially in the United States in order to see the utter absurdity of this proposition in so far as it applies to manufacturing industries of all kinds.

The policy of protection on the North American continent has brought into life numerous industries that could never have otherwise existed on this side of the Atlantic. Take for example the manufacture of steel rails in the United States. The duty placed upon such goods imported into the United States under the McKinley tariff was a specific one of $23 per ton. Even with this apparently prohibitory duty it was up-hill work at first for American mills to compete against the cheap rails manufactured in Great Britain and Belgium. The American manufacturers persevered however until to-day they are not only selling steel rails for a less price than the duty levied upon the imported article, but are the largest manufacturers in the world, their products competing on even terms against European rails in the open markets all over the world.

What is true of steel rails is equally true of a hundred other articles that we could easily mention. In Canada itself, take for example the article of bicycles. Had they been placed upon the free list as suggested by the *Globe*, does any sane man imagine for one moment that these goods would ever have been manufactured here. On the contrary, every merchant knows that it was owing entirely to the protective duty levied by the Canadian Government that the American manufacturers found it to their advantage to locate branch

factories here in order to escape that tax and secure a stronger foothold in the Canadian market. While it is true that they could not make them as cheaply at first as could the American manufacturers, it was not long before even this was done, and to-day Canada not only manufactures the vast majority of the bicycles used by her people, but is in a position to export them to Europe and other countries and compete on even terms in all neutral markets for this trade.

We might go over the list of goods manufactured in Canada to-day, and pick out a score of articles any one of which illustrates this principle quite as well as bicycles. Even in our own business, every thinking jeweler knows how the Canadian protective duty has fostered the manufacture in Canada of such goods as electroplated and sterling silver hollow ware, electroplated and sterling silver flatware, sterling silver novelties of all kinds, watch cases, gold and silver jewelry and rolled plate chains, until to-day the great bulk of all such goods consumed in this country are the product of our own Canadian artizans.

That such results could ever have been secured by placing these goods on the free list instead of making the duty high enough to encourage their manufacture by giving the Canadian manufacturer the control of his own home market, no one will argue for one single moment who has any practical knowledge of business.

The United States has hundreds of factories which have been transplanted bodily from Great Britain and Europe (that is the operatives and the machinery) simply because the tariff wall against such goods made in foreign countries was practically prohibitory when they were placed in competition against domestic goods of a similar kind made in that country. Free entry of manufactured goods was what the manufacturers of Great Britain and Europe always wanted in the United States market, but when the American Government decided to force the manufacture of these goods in the United States they clapped on a duty so high as to make free traders the world-over prophesy that they were going to ruin their country. Instead of ruination, however, the United States has gone ahead by leaps and bounds, and has shown the most rapid and marvellous progress in the face of fierce competition of any country in the world.

That such results could have been secured by the adoption of the principle laid down in the Economic Column of the *Globe*, already quoted, no statesman would to-day assert, and the fact that practically all the civilized countries in the world (Great Britain alone excepted) have adopted the protective principle in order to foster and encourage trade and manufactures is abundant proof of the impracticability of the *Globe's* economic theory.

Like lots of other things, this free trade theory of encouraging manufactures looks well on paper and it may sound specious, but in practice it fails to pan out.

THE ASSESSOR'S CANVASS of the townships of Rich, Leyden, Elk Grove, Orland and others in Cook Co., Ill., recently showed these places to be poor in diamonds so far as the returns of taxable property went. No diamonds appeared on these returns though a few watches and clocks were enumerated.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

WANTS AN IDEA.

Editor TRADER—*Sir:*

As I am about to move into a new store, I would like to give my customers something in the shape of a souvenir on the opening day. If you will kindly give me some idea of what you think would be nice and attractive, and yet inexpensive, you will greatly oblige.

SOUVENIR.

LETHBRIDGE, ALTA., July 12, 1900.

Perhaps some of our readers can help this fellow-craftsman out of the difficulty. If you can, drop us a line in time for our next issue.—*Ed.* TRADER.

A NEW IDEA.

Editor TRADER—*Sir:*

Kindly allow me through the medium of your valuable journal to make known to my fellow-craftsmen my method of bringing the watch and jewelry trade into its legitimate channel. I have no doubt whatever but the plan would prove as effective as it is simple, if we can pass a bill in the House making it illegal for any person or firm to sell clocks, watches or jewelry who could not (*themselves*) repair the same in a workmanlike manner if required so to do. If this became law, we effectually shut out the general storekeeper throughout the country places from selling clocks, watches and jewelry unless they give employment to a competent man to do the repairs, and if made to pay two dollars or more a day for his services the general merchant would trouble the local jeweler but a very short time. This would be the means of returning the trade into its proper channel. Will others in the craft kindly give their opinions on my plan and oblige a brother craftsman.

SUNDRIDGE.

Sundridge, Ont., July 18, 1900.

THE old and well-known jewelry house of Benedict Brothers, 171 Broadway, New York, was incorporated Saturday, in New York State, with a capital stock of $200,000. According to the certificate of incorporation the company are to be wholesale and retail dealers in jewelry, clocks, pottery, pictures, statuary and objects of art.

ANNOUNCEMENT.

We desire to announce that we have completed enlargements to our factory, and thoroughly remodelled and repaired the whole shop.

By the alterations we have more than doubled the floor space. New machinery will be fitted in and more workmen employed.

We have also enlarged the office and improved its facilities, and will now be in a better position than ever to satisfactorily supply the wants of our patrons, and respectfully solicit a liberal share of your orders.

Yours truly,

GEO. H. LEES & CO.

PRIZE MEDALS.

In this line we can please you.

SILVER HEART BANGLES.

We make a fine assortment.

HORSE SHOE BROOCHES.

In Silver, Silver Gilt, and a cheaper Gilt line.

HAT PINS.

A fine new line.

ALMOST ANYTHING MADE TO ORDER.

RINGS OF ALL KINDS.

REGISTERED



TRADE MARK

RIBBON GUARDS, BANGLE PINS.

Geo. H. Lees & CO.,

JEWELRY MANUFACTURERS,

HAMILTON, ONT.

$$ MORE GOLD WANTED. $$

ON the opposite page we announce the enlargement of our factory, this naturally carries with it the idea that we propose to do a larger business, and to do a larger business we must have a larger amount of GOLD. We are therefore anxious to buy large quantities of OLD GOLD. Our plan is as follows:

Immediately a consignment is received it is accurately tested, and a cheque or money order sent by first mail. If our offer is not fully satisfactory to you the parcel will be returned in the same condition as received. The goods remain yours until our offer is accepted, so that you run no risk of not getting full satisfaction.

No one could conduct this business on a more economical basis, for we are at NO EXPENSE (other than this advertisement), of soliciting consignments, and by using the REFINED GOLD in our own factory we are at no expense in disposing of it. The profits after deducting the cost of refining are very slight, but we must buy gold in any event, and we are satisfied to make a percentage, however small.

Many jewelers have been continually sending their Old Gold to us ever since we began the refining business, and the number of patrons is constantly increasing. We have many complimentary replies from jewelers in every part of Canada, proving that we give satisfactory returns. It has paid them to send their Old Gold to us. Why not you?

WE PAY FOR OLD GOLD AS FOLLOWS, NET CASH:

6 K., 24 cents.	10 K., 40 cents.	14 K., 56 cents.	18 K., 72 cents.
7 K., 28 "	11 K., 44 "	15 K., 60 "	20 K., 80 "
8 K., 32 "	12 K., 48 "	16 K., 64 "	21 K., 84 "
9 K., 36 "	13 K., 52 "	17 K., 68 "	22 K., 88 "

TESTS FOR GOLD.

For testing 18k., take 2 oz. of chemically pure nitric acid and add 2 drops of muriatic acid. This will not affect 18k. but will leave a brown mark on 14k. C. P. nitric acid alone will not affect 14k. but will attack any lower quality, the effect being greater and leaving a darker mark the lower the quality.

Acids should be mixed frequently. Old acids lose their strength and cannot be relied upon.

TESTS FOR SILVER.

Water, 2 oz.; sulphuric acid, 2 drs.; powdered bichromate of potash, 4 dwt. A drop of this mixture placed on Sterling Silver will turn a bright blood red; on lower qualities a duller red. On no other metal will it turn this color.

With a little experimenting and experience any jeweler may become fairly expert in making these tests. Care should be taken to always scrape the spot to be tested as there may be plating on the surface, and also grease, which would not allow the acid to work.

Great care should be taken in buying cases as frequently the lids are or a good quality of gold while the body is of a low quality, and sometimes only plated.

GEO. H. LEES & CO.,

Gold Refiners, HAMILTON, ONT.

WE HAVE JUST RECEIVED FROM EUROPE A LARGE QUANTITY OF VERY CHOICE SELECTIONS IN

PERFECT STONES,

DIAMONDS, PEARLS, TURQUOIS,
OPALS, SAPPHIRES,
EMERALDS AND RUBIES,

TO BE SET—VERY LATEST DESIGN—IN

RINGS, BROOCHES, PENDANTS,
LOCKETS, SCARF PINS,

AND SOLD TO YOU AT THE LOWEST POSSIBLE COST.

J. J. ZOCK & CO.,

MANUFACTURERS OF

Finest Jewelry.

32 & 34
ADELAIDE ST. WEST,

TORONTO.

Repairs. We make a specialty of having all repairs done neatly and promptly. Try us on repairs.

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

One of the morals that may be drawn from the Pilors' connection with the Lasar diamond smuggling case is, "Beware of too much intimacy with the chance acquaintance." Mr. and Mrs. Pilon, just married, started on their honeymoon on Monday morning, June 11, and, as the story books say, "all seemed bright and fair," and they looked forward to a holiday of two delightful weeks in "fresh woods and pastures new." Alas! as the poet says, they were to spend thirteen days of their wedding trip in the custody of the sheriff of Lockport, N.Y., the innocent victims of a wily stranger, who used them as carriers of his contraband. The couple was released on June 25, and on the morning of June 27 returned to Montreal, after having had to put up $3,000 each bail. Mr. Pilon tells the story of this strange and disagreeable honeymoon as follows: "Dr. Vandandaigne is a cousin of my wife, who was a Miss Dufort. He came over on the same boat as did Lasar, and as the latter was quite sick the doctor gave him a good deal of attention. He professed great thankfulness and declared that he would do much to show his gratitude. On arriving in Montreal, he invited the doctor to take a trip with him at his expense as far as Niagara Falls, and the invitation was accepted. The doctor incidentally remarked to him that his cousin and her husband were also going that way on that same Monday morning, but we did not meet until we reached Toronto. At Toronto, Lasar pretended to purchase a present, and he gave it to the doctor as a wedding gift for his cousins. It was in an envelope, and my wife opened it. She found another envelope and opening that found another. At this time the doctor came into the room and explaining that he had given us the wrong parcel he took it away. On leaving Toronto, he gave us a parcel wrapped in a piece of newspaper. This we threw on the seat and left it lying there at Hamilton while we walked on the platform. When we returned, some people were in our seat, and we fished out the parcel and put it near us on another seat, so little did we think of it. I imagined that it was a spoon or some such thing. At Niagara, we had a drive, and crossing over the bridge we were arrested. Protest as we might, we were taken to jail, and afterwards to Lockport, where we were in charge of the sheriff. We were not separated, and this privilege cost me from $10 to $15 a day. I can only add that we shall be completely vindicated and I shall commence a suit for heavy damages at once." The sequel, so far, is that Max Lasar was held for trial on the charge of smuggling diamonds into the United States by the grand jury at Jamestown, N.Y., July 11, while Dr. Vandandaigne was kept in jail until the trial, and Mr. and Mrs. Pilon were discharged, being obliged to give bonds as witnesses only.

Mr. R. A. Dickson, jeweler, Montreal, Mrs. Dickson and family have taken a cottage at Hudson Heights for the summer.

Mr. A. J. Whimby was in Montreal recently to close up the retail store of Messrs. Simpson, Hall, Miller & Co., on Notre Dame Street, and succeeded in disposing of all the large and varied stock of silverware. Mr. Whimby received a hearty welcome from many friends both in Montreal and St. Lambert.

Mr. Alex. F. Barre nas registered as proprietor of the firm of Barre Bros., Jewelers, St. Catherine Street, Montreal.

The many friends of Mrs Harrison, of the firm of Hearn & Harrison, opticians, Montreal, will regret to learn of her decease.

The firm of G. Seifert & Sons, jewelers, Quebec, has obtained a charter.

Mr. H. Logan has opened a new jewelry store at 204 Bleury Street, Montreal. His window is tastefully dressed and his stock is up to-date and fashionable. His specialty is excellent practical work.

Frank Ford, fireman, who attempted to break into the store of Mr. R. Hemsley, jeweler, Notre Dame Street, on May 28 last, has been sent to jail for six months.

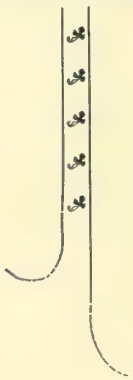
Mr. Dean Robinson, of the American Waltham Watch Co, Waltham, Mass., has been spending his holidays at Cowansville, Quebec.

Mr. Harold Chillas is spending the summer at Valois, the pretty lakeside resort near Montreal.

Madame Rose Boivin, proprietress of the firm of G. A. Boiduc & Co., jewelers, Quebec, has passed away, to the sorrow of many loving friends.

Jewelers may be advised to keep a sharp lookout for one Charles T. McPherson, alias Rogers, alias Cameron, if all that the Dominion Express Co. says about him is true. Mr. H. Hogue, jeweler, St. Lambert Hill, Montreal, is suing the company for $14.75, the value of a silver watch, an alarm clock and a chain, sent by him C.O.D. to an address at Grenville, Ont. Although the shipment was made a considerable time ago, he has received neither the money nor the goods back, and the company claims that it is not responsible. The company, in fact, claims that the goods were probably stolen by the man with the several aliases, who, it is stated, has been in the habit of ordering goods sent C.O.D. to various places in Ontario, after which he stole them from the express's offices to which he had addressed them. Mr. Hogue, however, is not inclined to believe that the man wanted to swindle him, as otherwise, he contends, he would probably have purchased more expensive goods. "I tried to sell him an expensive chain, and he said that he only wanted a fifty-cent chain. Now, if he wanted to do me up, he would have bought an expensive chain, in my opinion," said Mr. Hogue. When shown the two descriptions sent out by the Dominion Express Company in regard to the man, who the company thinks has defrauded it, he said that the man who ordered the stuff sent C O.D. from him resembles the description of Charles T. McPherson, although he did not have a moustache. He is not prepared, however, to say that this man is responsible for the loss of the goods. According to the general manager of the Dominion Express Company, there was, on April, 16, 1900, a person giving his name as Charles T. McPherson, and pretending to be in the employ of the Canadian Pacific Railway, who bought at Perth, Ont., and had shipped to his own address at Kemptville, Ont., C.O.D., one black serge suit of clothes, shirt, drawers, one top shirt of black sateen, socks, braces, handkerchief, necktie; also one alarm clock (nickel), and one gold-filled Waltham watch, fortune case, No. 78,768, movement No. 7,388,598. These articles were stolen from the

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company's office at Kemptville, Ont., on the night of April 9. On May 22, 1900, a person named James Rodgers, alias H. Cameron, bought at Arnprior, Ont., and had shipped to his own address at Sand Point, Ont., C.O.D., one double-breasted, black corded, worsted sack coat (square corners), and pants ; one double-breasted, fancy blue vest, with gold spots, small round buttons ; one cap, underwear, shirt, tie, hose and pair of cuff buttons. These articles were also stolen from this company's office at Sand Point, Ont., on the night of May 23.

Some twenty-eight of our brave boys have been invalided home from the seat of war after a sojourn in some of the English hospitals, and it goes without saying that they received a royal welcome. Some of them return with the marks of Mauser bullets scarcely healed, others are weak from the ravages of enteric fever, but all of them are cheerful, and the nobility which attends duty well done has set its shining mark upon each of the gallant little band. As the *Parisian* steamed into Quebec the strains of " Home, Sweet Home " greeted the twenty-eight returning soldier lads, returning crowned with the laurels of victory, and all sorts and conditions of men, soldier and civilian, stood at the quay to give them a welcome which not soon will be forgotten. The voyage had done them a world of good, and all had gained in weight and general health from the ten days spent at sea. Contrary to expectations, after the reports sent here and the charges of Burdett Coutts, the men declare that they received the best of treatment in the English hospitals, and they also assert that on the whole the field hospital arrangements in South Africa were satisfactory. As a further proof of their pluck and spirit, if, indeed, anything of the kind were needed, it may be stated, that, sometime before leaving England, the whole of the twenty-eight expressed themselves as desirous of returning to the front, but the medical officers would not hear of it, and ordered them home to Canada. Such sons are indeed an honor to their native land.

Dame Eva Blumenthal, wife of Nathan Forcimmer, doing business under the style and title of Forcimmer & Co., jewelers, 66 St. Lawrence St., Montreal, has made a voluntary abandonment of her assets to Mr. C. A. McDonnell, accountant, 180 St. James St. The liabilities are about $5,500. All the local merchandise creditors have agreed to the abandonment. A meeting was held at Mr. McDonnell's office after the stock had been taken. Mr. Forcimmer was generally looked upon as being the head of the business, and about three months ago he endeavored to effect a settlement with his creditors at thirty cents on the dollar. The first week of June he went out of town, and it was announced that he had gone to New York to raise some money. In this he seems to have failed, as the next thing the creditors knew Mrs. Forcimmer asked to be allowed to make the abandonment.

A most delightful garden party was given recently by Mrs. R. Hemsley at her summer residence, Pointe Claire Villa. The weather was by no means all that could be desired, but, in spite of this, the affair was an undoubted success. The guests, who numbered over two hundred, were received by Mrs. Hemsley, assisted by her daughters, Mrs. F. D. Henderson and Miss Hemsley. The extensive grounds, which face on Lake St. Louis, were brilliantly illuminated with Chinese lanterns, forming a scene of almost fairy-like beauty. An immense sheet of canvas was spread on the lawn, and formed a splendid substitute for a wax floor, a large number of guests taking advantage of the opportunity of an al fresco dance.

Messrs. Kader, Suter & Hodgson, jewelry case manufacturers, Montreal, have dissolved and the business will be continued by Messrs. Kader & Hodgson.

The eldest son of Mr. E. C. Fitch, President of the American Waltham Watch Co., passed through Montreal on his return from Dalhousie, accompanied by his sister and friends, whom he had gone to meet. The party proceeded to Boston.

Members of the trade will be pleased to learn that the mother of Mr. Thos. McG. Robertson who has been seriously ill is now convalescent.

Mr. and Mrs. A. R. Harmon have been spending a very pleasant holiday at their charming cottage at Prout's Neck, Maine.

Mr. J. Herbert Luke, with Ambrose Kent & Sons, Toronto, has been taking a boat trip down the St. Lawrence to the Saguenay, Ste. Anne de Beaupre, etc., and stopped off at Montreal both on the down and return journey.

Mr. R. J. Abbs, of the Goldsmiths' Stock Co., Toronto, paid Montreal a visit during last month.

Mr. D. Beatty, of St. Peter Street, Montreal, has returned from an enjoyable trip to the seaside.

Mr. A. A. Abbott, has been spending his vacation at the seaside near Boston.

Master Tom Mackenzie, shipper to Robbins, Appleton & Co. in Montreal, has been taking his usual holiday, and with an energy which is characteristic, he put in part of the time putting out a fire which might have assumed dangerous dimensions. It was a warm holiday for Tommy, that part of the time it wasn't wet.

Miss Knox, stenographer to the above firm, spent her holiday at Peak's Island, Maine, and when she returned Mr. J. C. Barlow took a round trip to various holiday resorts, ending up at Portland.

Major Stewart, of the Montreal Watch Case Co., was in camp at Laprairie with his regiment.

Miss Powell, with Mr. Edmund Eaves, jobber, Montreal, has left for a holiday in England, accompanied by her sister.

A daughter of Mr. John H. Jones, the well-known jewelry jobber, has been married to Mr. Walter Stanley, with Thos. May & Co. The honeymoon was passed at Ste. Agathe.

Mr. Thos. McG. Robertson, of the Robbins, Appleton Co., who has been taking a three months' post-graduate course at the company's factory, Waltham, will return to his post in the Canada Life Building on August 1st. Mr. W. H. Heath, who has been performing Mr. R.'s duties here will then rejoin his family at Waltham. By-the-bye, it has been hot in Waltham —very ! The thermometer has registered 103 degrees in the shade there, and they are welcome to it. Canada at between 80 and 90 degrees is hot enough for

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it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

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Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

T. C. O., Ont.—"How small an amount of Latent Strabismus should be corrected by prisms when such correction is desirable, also which would be the more important defect, Latent Strabismus, or Astigmatism?"

We have never corrected less than 2 degrees of Hetrophoria, and for the following reason; small amounts of Latent Strabisms never cause trouble for reading or near work, and particularly when other lenses were fitted for the correction of visional defects, no inconvenience is experienced. We consider it far more important to correct Astigmatism, as that defect interferes with the acuteness of visions for all distances, whilst Muscular Inco-ordination does not interfere with the vision in any way.

As a rule when the errors of refraction are corrected Muscular Inco-ordination, in the majority of cases will disappear or will very materially decrease within a short time, after the adoption of glasses. This may be accounted for by the fact that there is more strain of the accommodation than convergence, and so in the majority of cases, the first cause of Asthenopis may be found in the errors of refraction, causing an undue strain on the Ciliary Muscle.

C. O. N., Ont.—"What advantage does the use of the ophthalmic disc have over atropia? What condition of the nervous system and eye precludes the use of a mydristic?

The ophthalmic discs have a very considerable advantage over a solution of atropia. A solution of atropia, no matter how carefully prepared and bottled will within a few weeks gradually lose its strength, and will become a cloudy, muddy solution upon shaking. Through some peculiar chemical action the ingredients form a new substance, and this substance will form a sediment on the bottom of the bottle. When this sediment appears, which it usually does from four to eight weeks after the solution has been prepared, the preparation is unfit for use, principally because the strength of the atropia has greatly diminished. When the atropia has been prepared in the form of ophthalmic discs it will preserve its strength for many years, in fact so long as the discs remain intact. The ophthalmic discs are composed principally of gelatine, which substance holds the medicines after having been thoroughly mixed. So long as the discs are kept dry they will retain their full strength and may be kept in an ordinary pasteboard or wooden box. There is no particular condition of the nervous system that would preclude the use of a mydriatic. A mydriatic should not be used in an eye in which glaucoma is indicated. The cases in which a mydriatic should be used are very rare. When a satisfactory result cannot otherwise be reached in an eye in which there is indication of spasm of the accommodation, a mydraitic may be used. This condition may be indicated by changeable vision with or without certain lenses; for instance, when a patient will see well through a lens and the next moment sight will be dim, making it impossible for the patient to retain the same acuteness of vision constantly.

D. S., Ont.—"What is a cross cylinder, and when is it indicated?"

A cross cylinder is a lens having one side concave cylindrical and the opposite convex-cylindrical with the axis of the cylinders at right angles to each other. A cross cylinder is used for fitting an eye in which one meridian of the eye is myopia, usually the vertical meridian, whilst the horizontal meridian is hyperopic. For correcting such a defect, which is known as mixed astigmatism, the axis of the concave cylinder, which would correct the myopia, would be placed 180 in the trial frame. The axis of the convex cylinder would be placed at 90 degrees, in order to have the convex portion of the cylinder in the horizontal direction. In our practice we do not use any cross cylinders, but fit a convex spherical, combined with a concave-cylindrical, which will be stronger than the spherical. This answers the same purpose, and may be made any strength desirable.

F. M., Ont.—"A young lady of sixteen came to me to have her eyes examined. Her mother informed me that she had signs of Strabismus up to about three years of age, when she had a sunstroke and an appearance of Strabismus disappeared. I fitted her with minus half DS for each eye, but not being satisfied, I treated the eyes with Atropine after which I fitted each eye with minus half spherical combined with min us half cylinder, axis 180 degrees. She has been wearing this correction for about three weeks and comes back complaining. What would you advise doing?"

The Atropine in this case will accomplish nothing of any practical account. The cylinders fitted with or without Atropine should not be changed. Nothing can be done for any slight opacity which may be present because it is most probably due to Organic change in the Retinal Tissue. We do not think that the sunstroke had anything to do with the Strabismus. Special treatment may possibly check this condition, therefore we would consider it policy for you to refer her to an oculist for medical examination.

STRABISMUS, AND PIN HOLE CONTRACTION OF PUPIL.

At the annual meeting of the New York State Medical Society held at Albany, two articles of interest to optometrical practitioners were read and are given herewith:

Strabismus.—Dr. D. B. St. John Roosa, of New York, read a brief summary of his paper on this subject. He stated that at the time of presenting his communication on this subject last year he had done only six operations by Panas' method, but now he had performed it twenty-four times, and his colleagues in the hospital had done it twenty-two times. This gave a total of forty-six operations, but of this number only two still required further operation. This operation made it possible in almost every instance, to cure completely strabismus

Large-Eyed Spectacleware.

This will be a great season for large-eyed spectacleware.

If you contemplate putting in another size we recommend the 00 size in preference to the 0, because if the one eye is decidedly too small the 00 eye would not be too large. There are many cases where "a between" would fit with greater nicety. The 0 eye can be put in afterwards.

Two sizes need not necessarily double your stock.

As a rule wide faces have large eyes; narrow ones accept small lenses.

You could carry the small and medium pupilary distance in one eye and the larger in 00 eye.

The Montreal Optical Company, by reason of its large stock, can give you exactly what you want.

They carry all sizes of lenses and all styles of frames in every size of eye.

With us it is not a question of the "nearest we have," but "exactly what you want."

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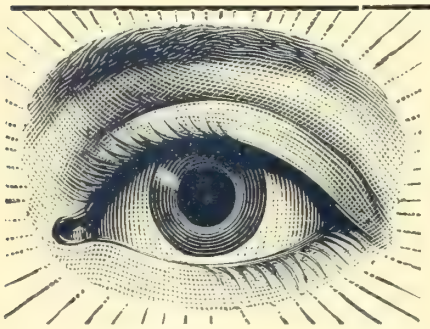


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You will notice in this issue the big list of presents we are giving free with $1.00 or $2.00 mail order of any price Tea or Coffee, etc., for 60 days, or till an agent is appointed in your district. We will give to your customers or friends every article mentioned in the $1.00 or $2.00 list, and if you will canvass a few friends and get us a club order and send us in 25 one dollar orders or 15 two dollar orders, we will present you with a heavy gold plated watch, closed case, warranted good time-keeper, stem wind and set, beautifully engraved, artistic design, ladies' or gents' size. This extra for yourself, free, as a premium for introducing our Tea, etc. A trial order. Agents wanted; salary and commission.

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The next course at the College will commence the last week in August or first week of September. Exact date will be given in next Trader.

Speaking of the **Correspondence Course**——
H. W. MITCHELL, of Prince Albert, Sask., says :
"I am more than pleased with it."

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at one operation. The operation consisted essentially in stretching the muscles to be divided, before dividing them. The other important feature consisted in doing the operation at one sitting, and insisting that the operation should not be done on ambulant cases, but only at the hospital or at the patient's home. He now felt that he could confidently recommend this operation of Panas in both convergent and divergent squint with the assurance that in ninety-five per cent. of the cases the correction of the strabismus could be secured at one operation.

Non-operative treatment of strabismus; its possibilities.—Dr. A. Edward Davis read this paper. The author's principle points were: (1) Hypermetropia and hypermetropic astigmatism were the causes of convergent strabismus in the majority of cases; (2) as contributory causes might be mentioned, (a) difference in acuteness of vision, either congenital or acquired, but usually the latter, and due to an unequal state of refraction in the two eyes, and (b) anything that interfered with the acuteness of vision, such as opacities on the cornea and in the vitreous or lens; (3) faulty structure, insertion, or innervation of the extrinsic muscles of the eye may cause convergent strabismus; (4) the amblyopia present in most cases of convergent strabismus he believed to be functional and acquired, and not congenital except rarely; (5) the non-operative treatment of strabismus (the use of atropine, the exclusion pad, and, in patients old enough, glasses and the use of the stereoscope) should be begun as soon as the squint is observed. Just as soon as the non-operative treatment ceased to improve the condition of the squint, it was time to operate. Delay in operating after this time was not only useless but harmful, because the habit of suppressing the image in the squinting eye became fixed, and the amblyopia was made worse. After the eyes had been operated on, the use of the stereoscope, bar reading, the pad and glasses were of the utmost value in completing the treatment by maintaining parallelism and establishing single binocular vision. The rational treatment of strabismus means its early treatment.

The significance of pinhole contraction of the pupil.—Dr. William H. Robey (*Boston Medical and Surgical Journal*, December 21, 1899) related recently to the Clinical Club the following case of a four year-old child brought to his clinic for examination: The father said that the child was sitting on the kitchen table about seven o'clock on the previous evening when he suddenly fell, having apparently lost his balance, struck his head on the floor and became unconscious; he vomited at the time and had been dull and stupid ever since. The father held in his arms a pale, limp, unconscious child. The history, as given by the parent, suggested some cerebral condition, and with that in mind he first examined the eyes, and found that the pupils were contracted to pinhole size, equal, and unaffected by light. Then the patellar reflexes were tried and proved to be normal, but in tapping the knee the child regained consciousness, sat up and looked around; the pupils instantly dilated to their normal size and he found, to his surprise, that a healthy, sleeping child had merely been wakened. The man had not made it clear that the child had eaten his breakfast and that he had brought him to the hospital because he feared some possible obscure injury as the result of the blow.

Dr. Robey recently saw another child, whose parents gave almost the same history of a fall. He was apparently asleep at the time of the examination and the pupils were contracted to pinhole size. In this case the reflexes were tried and the child was completely examined without waking him. When he was awakened the pupils instantly dilated.

Since the first experience Dr. Robey has examined twenty-two normal sleeping children; in all the pupils have been pinholes and have dialated instantly on waking. In several instances the children were examined and handled exactly as if they had been awake without arousing them. For obvious reasons the eyes of children have been examined. In children who have bee pinched and stirred up without regaining consciousness the pupils have partially dilated under the sensory stimulation.

Dr. Robey remarks that in the 1878 edition of his Physiology, Foster says: "The pupil is contracted when we accommodate for near objects, when the retina is stimulated, as when light falls on the retina, the brighter the light the greater the contraction. The pupil is also contracted when the eyeball is turned inward, when the aqueous humor is deficient, in the early stages of poisoning by chloroform, alcohol, etc., and in nearly all stages of poisoning by morphine, calabar bean, and some other drugs." In the 1880 edition he mentions all of these causes and adds, "in deep slumber."

The twelfth edition of Kirke's Handbook of Physiology (1888) mentions all of the above causes save deep slumber. The American Text-book of Physiology says: "In sleep, though the eyes are protected from light, the pupils are strongly contracted, but dilate on stimulation of the sensory nerves, even though the stimulation be insufficient to rouse the sleeper."

The cerebral diseases with uniformly contracted pupils are few and the contraction is not a constant symptom. Meiosis occurs in syncope. In the unconscious state caused by a blow, with symptoms of shock producing a condition sometimes spoken of as "concussion," the pupils usually react to light.

When an adult is handled incident to examination, says Dr. Robey, if he is merely sleeping, the manipulation will waken him, but fatigued children sleep soundly and are sometimes aroused only after considerable effort, but, once awake, they generally remain so, differing from the drowsy child whose pupils are contracted by some drug. It seems to be of some importance to remember the fact that the pupils are strongly contracted during sleep and that they instantly dilate on regaining consciousness from healthy slumber.—*The Optical Journal.*

HENRY MEYER, engineer for the Columbia Jewelry Co, was fatally injured by an accident to the fly wheel of the factory's engine July 10. Mr. Meyer attempted to shut off the steam, the belt on the governor of the engine having broken, but a piece of the fly wheel, which burst as he was at the valve, struck him on the head, and death soon followed. The plant had started up on the previous Thursday, and Meyer had been in the company's employ only two weeks. He was 59 years of age and left a wife and son.

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DO YOU think it wise to educate your customers down to buying "Junk," under the impression that it is Silverplate such as they have known in the past?

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Our aim has been to improve in every way possible the manufacture of our goods and to turn out nothing in which the workmanship and finish is not capable of standing the closest inspection. We could make "Junk" as easily as anyone—it requires little art and no skill—but we do not consider that it would be to the advantage of any factory wishing to maintain its reputation for high class goods.

We believe it is prostituting the legitimate Silverplate trade to foist such stuff upon the market.

Kindly examine finish and workmanship carefully when comparing prices.

We are constantly adding attractive, salable and finely finished goods to our present line and it will pay you to wait for our travellers.

Standard Silver Company, Limited,

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THE AMERICAN ASSOCIATION OF OPTICIANS.

This Association will hold their next annual convention at the Hotel Cadillac, Detroit, on August 14th, 15th and 16th, and deserves to attract many Canadian opticians.

This Association has shown by its actions that "American," as far at least as opticians are concerned, includes Canadians.

Mr. L. G. Amsden, secretary of the Cohen Brothers, Limited, and Principal of the Canadian Ophthalmic College, was elected one of the Executive Board of three, while Mr. W. G. Kinsman, who has charge of the optical department of Messrs. John Wanless & Co., has been appointed on the Educational Committee, which is one of the most important departments of the Association.

Among the many educational advantages afforded by this convention will be a lecture on "Light," illustrated by a stereopticon, by Prof. Charles Barnard, whose portrait we herewith present. This lecture takes place on August 15th. Speaking of Prof. Barnard, the *Canadian Optician* says:



PROF. CHARLES BARNARD.

"Professor Barnard has a reputation that is world wide among men of science. He has been for many years a contributor to the leading magazines, chiefly upon technical subjects. He was for some years upon the staff of the *Century Magazine*, and was one of the contributors to the "Century Dictionary." His writings include a number of books upon music and other arts, upon electricity, light, and horticulture. Mr. Barnard has been for many years a student and observer of nature, and of natural science as applied to business, and brings to his work extensive and long continued study of shops and industrial plants in all our large cities. He has been engaged in giving popular scientific lectures before schools and educational institutions."

Mr. L. G. Amsden will deliver an address on "The Man Behind the Gun," on August 15.

We trust to give the readers of THE TRADER reports of these papers at a later date.

OPTICIST OR OPTICIAN.

There is a question which our American contemporary *The Jewelers' Review*, has recently been discussing. It has often been queried "What's in a name?" but so far as the optician on this side of the water is concerned, we do not think he is at all dissatisfied with the title by which his profession has been recognised so long, however, our friends over the water appear to think there is a great deal in a name, and accordingly proceed to discuss it. They are in favor of the new term—opticist—because the title "optician . . . has been so mendaciously prostituted by yclept dispensing opticians, and in particular by one who runs a wholesale optical establishment, and who caters in honeyed words to the refractory optician for patronage in the optical and jewelry papers, and then, with viper-like gratitude, sinks his fangs into him in the daily papers by advertising that opticians are incompetent and that 'we should advise all persons with defective eyesight to consult an oculist.'" With all due respect, we are afraid that our friends are generalizing from an individual case, and that this peculiar serpent in the form of an American wholesale optician has drawn the opticial editor of the *Jewelers' Review* into calling for an unnecessary alteration in the title by which those who dispense corrective aids to vision have been so long known. It must be remembered that the profession of optician qua optician is a much older one than that of the oculist and that there is every reason why we should be conservative in regard to the title. But there is a very weak point in the argument which has evidently been overlooked, and that is the fact that if the optician calls himself an opticist, it is still open for the gentlemen "with viper-like gratitude" to advertise that opticists are incompetent, etc., and for "yclept dispensing opticians" to prostitute the title.

THE GREEN RAY AT SUNSET.

The "green ray" or "green flash" at the moment the sun disappears from view behind the horizon has been noticed by many physicists. Some of them consider this is an optical illusion. M. Guebhard states, however, that the green ray is the great shadow of the earth feebly illuminated from the zenith and viewed by an eye fatigued for red; it therefore appears green. Pellat, on the contrary, states that the "yellow setting sun has a red lower and green upper border separately examinable in the telescope and due to prismatic reflection by the atmosphere. The absorption which makes the sun disk appear yellow makes the violet upper rim appear green or greenish blue instead of violet.

When the sun sets the upper green rim can be seen for a fraction of a second, but it may be kept longer in view if the observer goes up a slope as the sun sets." The first writer to whom we have referred thought this was different from the green ray following the setting of the red sun. M. Raveau said that he had seen the sea colored green in a triangle with its apex at the point where the sun set, and the color seems to flow away toward the horizon.

The Best Situations in Canada

are held by our Students. Note this fact, when anyone tries to raise a doubt within you, that our students hold the best-paying positions in Canada. No one can gainsay it, and their services are being more and more required, to such an extent in fact that the demand is ten times greater than the supply. The school is the Horological Gibraltar of all students in good standing, it stands behind them, ever helping them along, not alone throughout the period of their attendance but always.

This school is thoroughly practical, up-to-date and reliable, the cost of attending its courses is as nothing when compared with the value of the knowledge and the money bringing skill which honest attendance assures.

38 hours per week practical watch work at the bench. Individual instructions. English or German languages.

4 1-2 hours per week technical horological drawing. Individual instructions. English or German.

3 hours per week lectures on Horology. These are given in classes and in English only.

The new School year—the eleventh—and opening of the new term will begin on September 3rd. Kindly place your application now.

TERMS REASONABLE.
FULL PARTICULARS ON APPLICATION.

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King St. East,

H. R. PLAYTNER,
Director.

Toronto, Ont.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(Continued.)

Keep lists of "unsatisfied wants," of "inquiries," of your customers' pet lines of wares.

Note their hobbies, have them feel you take a personal interest in their wants, that you are in business to satisfy their desires, in so far as the lines you keep are capable of.

Watch these lists carefully.

Don't trust to memory.

Embrace every chance of showing this personal interest.

Following up unsatisfied wants with personal letters is a particularly favorable opportunity for advertising.

For instance, Mrs. A. calls to see silverware; she finds nothing which pleases her, possibly she is determined not to be pleased. The chances are, however, that either your stock or salesmanship is at fault, and she purchases elsewhere, but there is also a possibility that the sale was not made.

Supposing on receiving your next shipment of silverware you were to write a letter along these lines:

> Dear Madam,—Sometime ago I had the privilege of showing you our line of pickle jars, but the stock, which was somewhat low at that time, presented nothing which pleased you. We have just received a choice selection of silverware, among which are a number of very attractive pickle jars. I have one unique design which may just satisfy you. These goods are made by ——— Silverware Company, the wearing qualities of whose goods I can vouch for.
>
> I should find much pleasure in showing you these new lines.

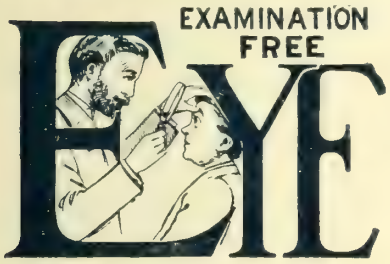
If Mrs. A. has purchased the pickle jar, you remind her that you have received other lines of silverware; if she has not, you open up the subject again. But above all this, is the delicate compliment of considering her wants and making personal efforts to satisfy them. You show that you consider her trade worth having and that you are taking every pains to deserve it. Possibly Mrs. A. was pleased with the designs of the stock you had, but considered your prices too high.

Your next purchases may contain pickle jars equally as showy for less money.

> Dear Madam,—Some time ago I had the privilege of showing you our lines of pickle jars, but was unable to please you in matter of price. We have just received a shipment of silverware, among which are a number of pickle jars resembling those I was showing you for considerably less money. The finish is good and they will wear satisfactorily. I should find much pleasure in showing you these goods.

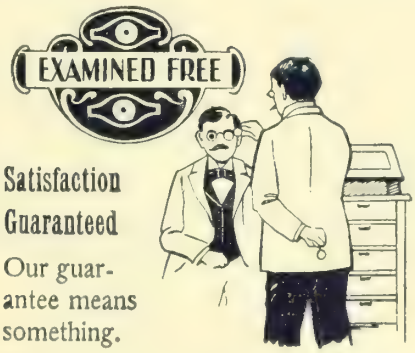
It is not at all unlikely that Mrs. A. may have purchased the "seemingly as good" an article elsewhere. She may also have determined therefrom that your prices were high. A letter of this kind may induce a sale, or what is better, will infer that the pickle jar she may have purchased was of the "resembling-for-less-money-kind," and that your prices were all right, taking quality and finish into consideration.

The practice of clearing out "odds and ends" towards the



Defects scarcely noticeable in children assume dangerous proportions with advancing years.
A proper correction now will prevent serious complications later.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 52.



Satisfaction Guaranteed

Our guarantee means something.

We are not here to-day and away to-morrow; you know just where to find us.
Comfortable vision or your money back. No guess work.
Accurate, scientific measurements and tests. Difficult cases a specialty.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 53.



"Looking back I see I never saw before."
This is the exclamation of satisfied customers.
We have fitted successfully stubborn cases that others have failed in.
Satisfaction guaranteed.
Consultation free.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 54.

Jewelers' Fine Paper Boxes,

Morocco Cases, Velvet Cases,

Oak, Mahogany & Walnut Cases.

Our many customers throughout Canada from the Atlantic to the Pacific, know that buying from the manufacturer, or maker of goods, means a large **saving to the purchaser,** for it is assuredly in itself a guarantee against inferior goods and exorbitant prices.

By buying from the **manufacturer direct** the customer reaps the benefit of **close prices,** and all improvements and new lines which we are constantly bringing before the jewelry trade of Canada.

Our goods are made in their entirety in our own Factory, under our own personal observation, and we aim to please and benefit all our customers.



Cabinet—No. 5.

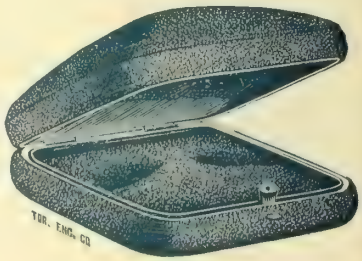
Our Representatives have started on their midsummer trip. We have exceptional facilities for making and filling special orders and all such will have our prompt attention.



Scarf Pin—No. 45.



Ring Tray—No. 331.



Velvet Brooch—No. 65.

When you require Jewelers' Boxes of any sort, Trays, Jewelers' Cotton, Twine, Paper Bags, Rubber Bands, Tags, etc.,

Order from . . .

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - - TORONTO.

Our MR. W. W. COLE has started on his trip through New Brunswick, Nova Scotia and Prince Edward Island.

end of a season or previous to receiving large shipments of new goods cannot be too highly commended. Novelties don't get more valuable with age, and even staples, after you have had them on the shelf for some time, lose their freshness and you find difficulty pushing them with the same zeal that you do new goods. The clearing out these "odds and ends" at "reduced prices" is a part of the legitimate expenses of an up-to-date mercantile establishment. I shall hereafter dwell at greater length on these clearing sales. At present I merely refer to them as offering particular advantages in letter-writing advertisements.

(*To be continued.*)



UNITED STATES.

THE E. HOWARD CLOCK CO. have a splendid specimen of the concern's products set up and in complete running order in the new office to which they recently moved. It is the mechanism for the largest hour striking tower clock ever constructed, being built to drive the hands on four dials, each 40 feet in diameter, and strike a 12,000 pound bell. The weight of the clock when fitted in its tower would be 6,500 pounds.

BOSTON, Mass., July 7—Joseph F. Stephens, employed until a short time ago by D. C. Percival & Co. in their shipping department, is under arrest on the charge of larceny of jewelry valued at about $4,000, and said to have been taken by him at various times while he was employed by the firm. Stephens was in Lincoln, Me., when arrested, being brought back to Boston for trial. Considerable of the stolen property has been recovered.

VICE-PRESIDENT GEORGE H. WILCOX, of the International Silver Co., Meriden, when questioned last week regarding the outlook for the coming fall for the various factories of the company, said that the outlook was fine and that business would be better than last year. Assistant treasurer George M. Curtis, of the International Silver Co., also said the trade outlook this fall was very good and the prospects for doing a large business were excellent.

KANSAS CITY, Mo., July 11.—The police of this city are looking for a clever swindler who defrauded the Streicher Watch and Jewelry Co., of 1017 Main Street, out of diamonds. A few days ago a man who gave the name of Colingsworth and who said he was from California called at Streicher's and bought a $10 watch. He had it placed in an envelope and marked with his name, and then picked out diamonds valued at $700, saying he would call for them also. The diamonds were placed in a similar envelope. The man returned Monday and asked for his package. A clerk handed him the envelope containing the diamonds. The stranger has not been seen since.

FIND OF DIAMONDS.—A queer story comes from Galesburg, Mich. Dr. Abraham Smith, who practiced medicine there some forty years ago, bore a bad reputation and was credited with being the leader of a band of robbers in that vicinity. One day Smith disappeared and no trace whatever could be found of him. Recently while rummaging in the garret of an old building once occupied by him, a skull was uncovered by some boys. It was their plaything for a day, when one of them accidentally touched a secret spring near the top of the ghastly find, and a cover flew up, disclosing a large quantity of gems, many of them being valuable diamonds. The gems, according to the old inhabitants, were the spoils of robbery. As the doctor had no known heirs the property is likely to be escheated to the State.

OMAHA, Neb., June 28.—The tontine diamond fakirs seem to have made Hastings the centre of their greatest activity in Nebraska. A letter from a prominent business man of that city sheds some light on the subject. The huge profits promised the victims are not half as juicy as the sums pocketed by the tontine grafters. The correspondent writes: "This is the home of six different companies. It seems that every man out of a job starts a company. As it requires no capital, it is an easy matter. You begin earning money the first week. The $200 diamonds they promise you reads in the contract 'retail value.' Therefore when your contract is reached they take out of the maturity fund $200, buy a diamond at wholesale, costing them $160, and pocket the difference of $40. If you agree to take cash they give you $160, take out the $200 just the same and pocket the difference, $40. This plan is like the nigger's coon trap—'it catches you a-comin' and a-goin'.' Their plan is so strong it cannot last. We have one company here which started last August. The managers now have 1,000 live contracts. Twenty-five cents per contract a week makes them $250 per week. They are paying off five per week. They make $40 a piece on them, making a weekly income of $450 for two men to divide, who started up on wind less than a year ago. There are two more companies being started here now, and still more to follow. Legitimate business is affected here, as almost every man, woman and child holds a contract, and it takes all they can earn to pay their dues. When the inevitable crash comes it will be worse than the Iron Hall ever was."

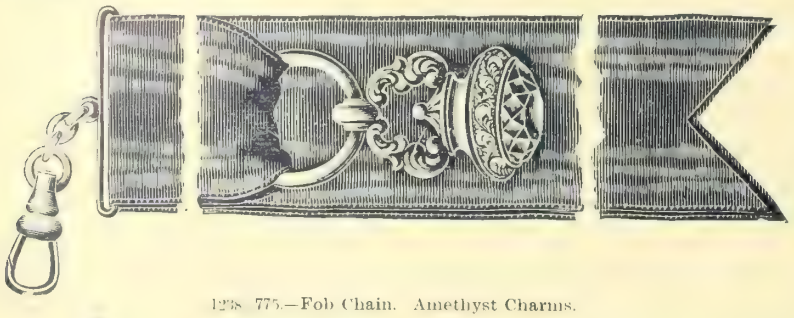
WILL THE LEVER WATCH BE SUPERSEDED?

To the ordinary observer and horologist such a question seems absurd, but to the thoughtful mechanic and man of progressive ideas there is much food for reflection and speculation in the idea. Every idea has its day. So little did this escapement commend itself to its inventor and his contemporaries that Mudge, its author, who made it in as complete form with double roller as it is made to-day, only made two, one for Queen Charlotte and one for Count Bruil, although he lived thirty years after its invention, preferring to busy himself

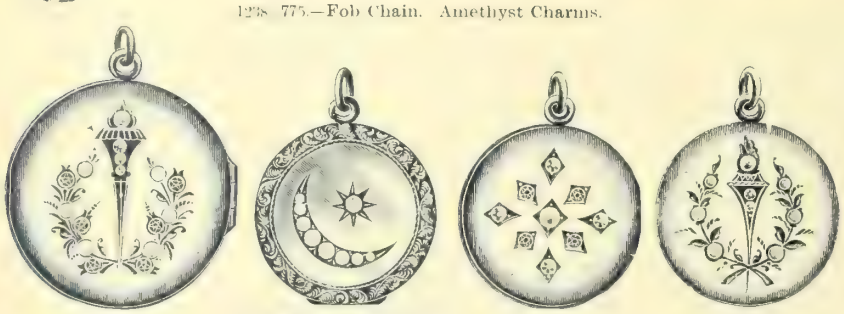
F&B TRADE MARK REGISTERED

OUR CANADIAN POLICY

F&B TRADE MARK REGISTERED



1238 775.—Fob Chain. Amethyst Charms.



1730. 1728—Hand Carved Rim. 1726 1727.

IS to furnish such goods as are best suited to the trade; make them of better stock than others, by our own special process, give them a finer finish, guarantee them with our broad and liberal guarantee, and lay them down on your counter duty paid, cheaper than any other house in this country can.

We make a specialty of **Silk Ribbon** and other Vest **Chains,** and have a large assortment to select from. Also **Bracelets, Brooches, Pins,** and **Sash Buckles.** Our new patterns in Sterling Silver **Toilet** and **Manicure** Goods are now ready.

Our Lockets are all made of the best gold front stock, hand engraved, and these examples are all set with pearls and opals.

THEODORE W. FOSTER & BRO. CO.,

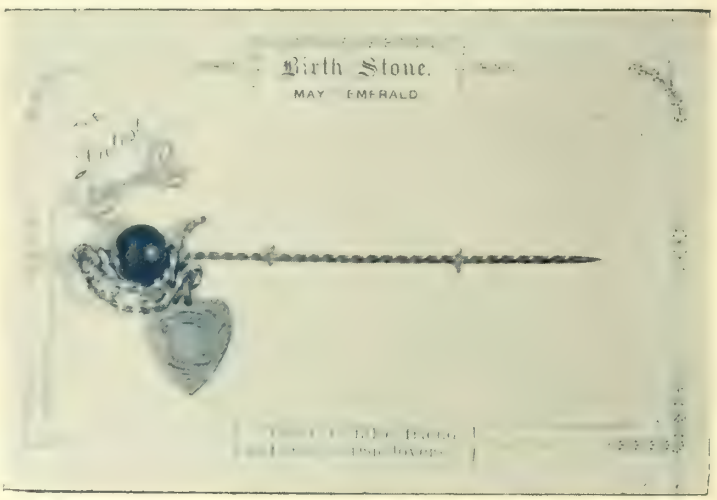
Our Canadian Representative,
MR. GEO. E. SMITH,
350 King Street, KINGSTON, ONT.

Manufacturing Jewelers and Silversmiths,
100 Richmond Street,
PROVIDENCE, R.I., U.S.A.

BIRTH STONE BANGLE RING.



Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.

with remontoir chronometer escapements. The horologists of that day—1765—believing the escapement must be freed from the erratic force of the mainspring, all the watch escapements that preceded the lever were comparatively simple, and the impulse was communicated directly from the escape wheel to the axis of the balance. How then, it may be asked, could the lever supersede them, with its roundabout way of action, necessitating three jewelled pallets, two extra pivots and arbor and pivot holes, a well formed lever, with guard pin and notch and horns properly shaped and fitted, and banking pins, with well-angled pallets and lever, attached with two pins together, nearly twenty extra pieces or actions to make or supervise, the pallets themselves being an extraordinary piece of work to make in those days. All these interpositions between the wheel tooth and balance axis offered little chance of adoption in place of the simple verge, horizontal and duplex escapements then in vogue. Increasing the number of parts was not only a great mechanical error in so small a machine as a watch, but it entailed the use of a mainspring of double power that induced wear of pivots and liability to damage from broken mainsprings; but the old springs and fusee of five and six turns had to be abolished, as chains could not be made thick enough to stand the strain, and the excellent twelve-leaved centre pinion was abolished and a ten-leaved pinion substituted, which allowed a shorter and thicker chain and mainspring to be used; until Fogg's safety pinion appeared, a lever watch seemed as likely to burst as a doubly loaded pistol. All the modern improvements in watches seem to be mechanical failures. The three-quarter plate movement and fusee gave a wider spring and chain of greater strength, but the hollow fusee and hole transferred all the pressure and wear and dirt to the top pivot and hole; the full plate divided the pressure between top and bottom pivots. The three-quarter plate balance and escapement were very liable to get injured, being much exposed, and dirt and fibre caught by the fusee chain were often touching the balance and mysteriously altering its time The large hollow pivots, which allowed the hands to be set from the back, wasted much of the motive force, as the power of a pinion is as the difference between its own and its pivot's diameter. Large centre pivots will even stop a watch. The hollow centre pinion is still used in many keyless watches, some American. It should be abolished, as it has ceased to be useful since keys are not used. Centre pivots should be as small as possible: the Waterbury watches have pivots no larger than those of the third wheel, and the springs are so weak that a run-down through click or other failure does no injury to pivots, as the spring seems to choke in the barrel as they get to the end anyhow. I notice they never run right down, and yet from these weak springs we often see a fair size and weight balance on such watches as series J, with a vibration rivalling that of the best lever; so the lever must waste a deal of power, and the twenty extra actions will probably account for it. As for finish and quality, the Waterbury is miles behind the lever, and it has few or no jewels sometimes. Why, then, does the lever predominate? The answer is, because the lever magnifies the delicate actions of the other escapements and substitutes what is equivalent to a large wheel and pinion action at the balance axis. The motion of escape wheel is magnified three or four times by the interposition of the lever, but we cannot escape the consequent loss of power by the interposition of the lever actions, and we know that the extra wheel and pinion that transforms the one-day watch into an eight-day requires not only eight times the power to drive it, but will do all right with about eighty times the power, as we perceive by watch escapements in clocks. The Waterbury watch was on the right track, as the large wheel used to save a 'scape bridge multiplies the action so as to take away all its delicacy from the duplex escapement, although it is still considered delicate by many; the price it is produced at disproves that, as delicacy costs money to make or to get a performance, and it will go with more variation of its depths than any lever. Either of its two actions can be shifted the distance of a pivot hole without causing failure, which is more than can be done with pallet or ruby pin depth of the lever. The old verge escapement will fail with a variation of the thickness of a piece of tissue paper. When properly made, pallets and wheel teeth catch, and the right depth is found by regulating the end shake when together. Nobody ever thought it could be gauged or found beforehand, and this was the escapement the lever superseded. The Swiss Horizontal still holds its place, and ever will. The English, although its inventors, never took to it, and made it also with the duplex so high in price that they have not recovered from their astonishment at the Waterbury watch as a going concern yet. There are in the patent office (from which they will shortly emerge and we shall be in a position to publish them) two American escapements which will astonish the world by their simplicity and capacity, having more of the best points of timekeeping than the Marine Chronometer, which has much drop and engaging friction like the duplex, and liable to overbank at any time from outside motion. None of these faults are in the new escapements, which give impulse at the line of centres without drop or engaging friction, and at the neutral point of the balance spring. Impulse, before the line of centres and neutral point, disturbs and accelerates the balance as the force of the hair spring is added to the impulse in the lever watch. In the chronometer and duplex the impulse is given at the neutral point of balance spring, but there is engaging friction with half the impulse, less the drop, before the line of centres, and the most powerful impulse is given where it is least needed or useful, as the balance spring offers no resistance and the balance runs away from the wheel without taking up the force. The acting face of the impulse pallet is shorter and the wheel tooth travels to the longer part of the pallet, where, for want of the power wasted already, it sets on the extreme point of the pallet. The new escapements act only in one direction, from the centre to the circumference, and use the shortest part of the pallet without drop to commence the impulse at the line of centre. The pallet being curved, we get in these escapements a single beat not liable to overbank, with a vibration equal to the best lever, with half the usual motive force; no engaging friction, and impulse at the line of centres and neutral point of the balance spring, and in one continuous direction only, without drop, and exactly adapted, by means of the curved pallet, to the inertia and resistance of the balance and spring, which it always overcomes. The

THE TORONTO SILVER

ELECTRO SILVER PLATE.



No. 190. Butter.
$7.00 List.

No. 488. Syrup.
$7.50 List.

No. 488. Kettle.
$16.50 List.



CAKE BASKETS.

No. 108. Embossed.
$5.50 List.

No. 104. Oval.
$7.50 List.

No. 66. Embossed.
$5.50 List.

No. 113. Embossed.
$6.50 List.

PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

STERLING SILVER.



No. 162. FLUTED TEA SET. $308.50 List.

As talk is too cheap to fill up advertising space with we illustrate our New Designs in preference.

If interested in same write us for prices. As an illustration of the fact that we are always producing new goods, you will notice that we never repeat our advertisements.

Please bear in mind that we are NOT MEMBERS of the TRUST or CONNECTED with ANY SILVERWARE ASSOCIATION or COMBINE.

Factories and Salesrooms:

King Street West,

TORONTO, CANADA.

E. G. GOODERHAM, Managing Director.

"SILVER PLATE THAT WEARS."



"1847, ROGERS BROS."

In Olden Times



silver shoe buckles, coin, and odd pieces were made into spoons by Rogers Bros. After perfecting the process of electroplating, they discontinued making solid silver spoons, and stamped their plated ware

1847 ROGERS BROS.

You will find it on the silver plate that is most desirable in design, most suitable in style. This stamp is a sign of old-fashioned, enduring honesty in the materials and making—new-fashioned energy and good taste in the finish.

THE "BERKSHIRE"

and many other late patterns are shown in our Catalogue No. 60. Send for it.

Every Dealer Selling 1847 Rogers Bros. Flatware and Hollow-ware

is entitled to and should receive all the benefits in the way of advertising that go with the handling of these reliable brands.

Many dealers, for convenience, buy our goods through a jobber, therefore their names do not appear on our books.

To such dealers in particular we make the request that they mail us their name and address, and state from whom they purchase goods of our manufacture; also, whether if, in addition to 1847 Flatware, Hollow-ware is carried.

On receipt of this information we will mail you several propositions and suggestions, which, if carried out, will considerably increase your sale of our goods in your vicinity.

MERIDEN BRITANNIA COMPANY,

NEW YORK, 208 Fifth Avenue. **CHICAGO, 195 State St.,** **SAN FRANCISCO, 134 Sutter St.**

HAMILTON, Canada. **LONDON, England.**

MADE AND GUARANTEED BY

MERIDEN B. COMPANY.

Trade Mark on Hollow-ware.



The style they made in 1847.

curved pallet has always been the horologist's desire in watches but found impracticable, although recommended by Jurgenson and others. In chronometers they are useless, as the wheel tooth always falls on the wrong end of the pallet first, and acts down and up it again; the reverse action is what is desired, or rather a continuous action in one direction only, from the centre to the circumference. These are all the good points desired and found in these new escapements, and if others can be suggested they can probably be added by the inventor, who has had these escapements in hand many years, and finds an ideal equipment in one of them, with its soft, clear, and distinctly musical beat, very superior to the loud ticking chronometer and duplex, or the complicated conglomeration of sounds of the lever, which expends its principal force on the banking pins, and, with its unlocking and pallet action sounds, indicates that simplicity, that accompanies all accuracy, is not characteristic of the lever. Springers and timers are just beginning to find out the timekeeping faults of the lever, and indicating what are the points desired in a perfect escapement, and they are to be found in the new American escapements, the only invention in escapements of the century.—*Henry Ganney.*

NEW SAFETY WATCH CHAIN.

Detective-Sergeant John J. Fogarty, one of the ablest of Captain McClusky's staff of detectives, of New York, has just had patented a safety guard for watches, concerning which he says: "In most cases, when watches are stolen by pickpockets, the watch is either separated from the pendant ring by twisting the ring off the pendant or the watch chain and watch are together removed from the waistcoat and waistcoat pocket, which operation is called by pickpockets 'removing the entire front.' This invention is designed to prevent the stealing of the watch alone or watch and chain together by pickpockets by connecting the watch with the waistcoat by means of a comparatively simple attachment, so that the pull caused by removing the watch or chain will immediately disclose the attempt of the pickpocket, so that he may be caught. The invention consists in the combination, with a garment provided with a pocket and a hole or eyelet in the rear wall of the pocket and in the lining of the garment, of a safety guard chain adapted to pass through the holes or eyelets, means for attaching the guard chain to a watch, and means for attaching the guard chain to a garment. This eye may be in the form of a screw-eye screwed into the case or a ring secured by a small screwbolt and nut, but is permanently attached to the case, so as not to be removed by ordinary use or by any manipulation of one attempting to steal the watch. When the safety attachment is applied to a watch and waistcoat, it is obvious that any attempt to remove 'the entire front,' the combined watch and chain, from the waistcoat, which is the most clever trick of the pickpocket, is immediately frustrated by the tug which is exerted on the waistcoat by the auxiliary safety guard chain, whereby the attempt at stealing the watch is immediately indicated, so that the pickpocket can be arrested and the taking of the watch prevented."

A MARVELOUS CLOCK.

One of the most striking individual exhibits which Vienna will send to the Paris Exposition is a most remarkable clock, one of the most marvelous mechanisms of its kind in the world. It was rescued from oblivion by Robert Dammer, a watchmaker of Vienna, and thoroughly renovated, during which process its unique history was revealed.

It was built in 1422 by Anton Pohl, a master mechanic of Vienna, who, after spending two years in its construction, went blind. After several years of want and penury he was brought to the attention of the court, and the clock was exhibited and treasured as a most remarkable relic. Pohl was retained in the royal service and cared for it, but after his death it was neglected and became useless. It was then relegated to the oblivion from which it has been recently rescued.

The clock has four dials. Besides those showing the time, arranged in minutes, and by divisions of twelve and twenty-four hours, there are dials recording the exact course of the planets Mercury, Venus, Earth, Mars, Jupiter and Saturn around the sun, and the path of the moon around the earth. Then there is a wonderful calendar on which can be seen the hours, days and years, the month, the week-days and the phases of the moon for centuries to come, with even allowances for the leap years.

The numerous mechanical contrivances, worked by the wheels of this marvelous clock, include a peal of bells, in which the striking is done in front of the spectator by sixteen angelic figures; the figure of St. George, of England, who comes out in full armor and slays the dragon, while the chimes ring the death-knell of the beast; Eve offering and Adam taking the fatal apple; the horse of Count Rudolph being offered to the sacristan; Mary with her infant son crossing the desert on her way to Egypt, and a procession of kings moving slowly by.

Every hour a boy, symbol of infancy, plays a pastoral air; youth is represented by a figure that appears at the quarter hours; an adult is seen at the hours, representing manhood, and a patriarch, symbolical of the last stage of man, recites the rosary.

A PURPLE METAL.

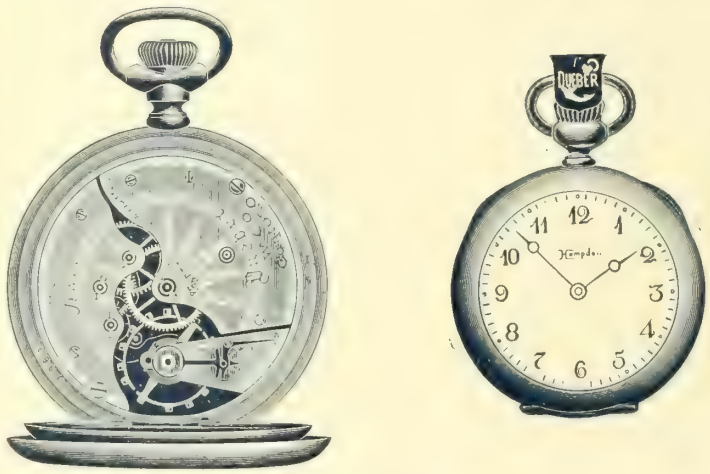
It is reported that Professor Roberts-Austen has discovered a new alloy of gold and aluminum, the precious metal being present in the proportion of seventy-eight per cent. It is described as the most brilliantly colored alloy as yet known. Its color is a rich purple, and by the reflection of light from one surface of the alloy to another bright ruby tints are obtained. The facility with which aluminum unites with most metals has long been known, and the fact has been turned to a profitable account in many industries, notably in the manufacture of steel, Hercules metal and other aluminum bronzes. Other alloys of the metal with gold have also been known. One per cent. of aluminum gives the precious metal the green gold, and there is very little white and hard alloy containing ten per cent. of gold.

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, AUGUST, 1900. No. 24.

A GREAT CONCERN'S REMARKABLE RECORD.



THE ACHIEVEMENTS OF THE DUBER-HAMPDEN WORKS IN THEIR FIGHT FOR HONESTY IN WATCH MAKING—THEIR GREAT SERVICE TO THE LEGITIMATE WATCH SELLERS.

Favored neither by luck nor circumstance, assailed by dishonest competition and threatened by conspiracy, the Dueber-Hampden Works, with no weapon except the honesty of their goods and no means except the honesty of their purpose, have, from a humble beginning, risen to be the foremost watch manufacturing plant in the world!

In the face of almost insurmountable obstacles the Dueber-Hampden Works have waged their battle; waged it ceaselessly until at last success was theirs. **Real, enduring success!**

Thus, reared upon a foundation of Honesty and Ability their Triumph stands, a monument firm as the Rock of Ages, lasting as Time itself.

And of what benefit to the trade has been the success of the Dueber-Hampden?

1. In their fight, the Dueber-Hampden Works have exposed and defeated practically every abuse in the watch industry.

2. They have relentlessly championed Honesty in watch making to the honest dealer's gain.

3. They have successfully opposed every feature that tended to work harm to the trade, and

4. They have given to the trade a product that the trade may sell with safety and pride; a product unrivalled by any in this country or Europe, a product that can stand the test of time and the scrutiny of wear, that can be measured by any scale and never be found wanting.

Let Canada time her progress by the Dueber-Hampden Watch!—the Paragon, "the Best."

The New 12-Size Dueber Watches:

The Dueber Watch Co., John Hancock and Dueber Grand,

are sold only in the 14 and 18k. solid gold and 14k. gold-filled cases of the Dueber Watch Case Mfg. Co.

THE "400," FOR LADIES.

The Smallest Watch in America.

"TO EXCEL AND BE FIRST REGARDLESS OF COST."

We, the undersigned trainmen of the Canadian Pacific Railway, take pleasure in certifying to the accuracy of the timekeeping qualities of the 17 jeweled Dueber-Hampden Watches carried by us, and heartily recommend them to anyone desirous of obtaining a watch that can be thoroughly relied upon as a sure and perfect timekeeper, above all others. The motto of the Hampden Watch Company seems to be: "To excel and be first and foremost in the race for a reputation, regardless of cost."

T. A. Jackson, eng'r.	R. I Smith, b'k'n.
T. A. Dickson, eng'r.	W. Hart, brakeman.
S. R. Smith, ——.	Geo. Balden, firem'n.
G. Thompson, cond'r.	Geo. Card, brakem'n.
J. Nanson, fireman.	W. Cheshire, firem'n
Chas. T. Card, b'k'n.	C Armitage, b'k'n.
N. Gilles, engineer.	C. C. Cottrell, b'k'n.
Thos. Barrs, b'k'n.	F. L. Orde, fireman,
Wm. C. Clarke, fir'n.	J I. Livingston, b'k'n.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent Dueber-Hampden Watches.

393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MR. T. G. WILSON, jeweler, of Quebec, has closed up his business in that city.

MR. S. T. VANSTONE has removed his jewelry business from Palmerston, Ont., to Burk's Falls, Ont.

MR. ALEX. BILSKY, jeweler, of Ottawa, has been elected vice-president of the Canadian Wheelmen's Association.

MR. J. A. BAISJOLI, jeweler, of Three Rivers, Que., has given up business in that place and moved to Grand Mere, Que.

MR. A. W. BICE has purchased the jewelry business of Mr. Parker, of Ailsa Craig, who has gone to London, Ont.

MR. CHARLES R. WATCHER has opened up a jewelry business on his own account in the town af Ailsa Craig, Ont.

MR. W. E. COURTEMANCHE, jeweler, formerly of Lake Megantic Que., has removed his business to Waterloo, Que.

MR. P. WILLIAMS, jeweler, has removed his business from Powassan to Sundridge, Ont., which address will find him in future.

MR. W. T. LAMPMANN, jeweler, of Thorold, Ont., has removed his business to Niagara Falls South, where he will carry it on in future.

DR. W. E. HAMILL, of the Canadian College of Optics, is spending a well earned vacation at the Thousand Islands, along with his family.

MR. F. H. KAHN (of The Cohen Bros , Limited) and family spent a couple of weeks in the Ottawa Valley, combining business with pleasure.

MR. F. GROULX, formerly of Ottawa, Ont., has removed his jewelry business to Vanleek Hill, Ont., where those interested will please address him in future.

R. W. SAWYER, of Wiarton, Ont., completed a personal course of instruction on ophthalmic refraction, including retinoscopy, at the Detroit Optical College in July.

MR. JOHN PARKER, representing Levy Bros. Co., Limited, of Hamilton, left on his Pacific Coast trip early in July, and at latest reports was finding trade good.

MAJOR HURDMAN, of the Canadian Artillery, in South Africa, at last reports was in splendid health, and doing his duty as all the rest of our boys are, equal to any emergency.

MR. J. A. HEATHERINGTON, secretary of the Goldsmiths' Company, accompanied by his wife, spent his holidays at Welland, Ont. He looks considerably better for his outing.

WE are informed that there will be quite a large delegation from Canada to the third annual convention of the American Association of Opticians at Detroit on August 14th, 15th and 16th.

MR. A. C. MERRETT, the Eastern representative of H. & A. Saunders, is taking his vacation this year in the United States, where he has gone to look up the latest styles for his fall trade.

WE hear that Mr. Marks, the Ontario representative of Messrs. H. & A. Saunders is enjoying a well earned rest on a fishing tour with Mr Cochenthaler the well-known Montreal jeweler.

MR. J. S. SMITH, the well known jeweler of St. Catharines, left last month for a two months' trip to England. We trust he will have a good time and benefit in every way by the change.

MR. H. B. LUKE, secretary of the Ambrose Kent & Son Company, Limited, Toronto, went down to Tadousac, that well-known watering place on the St. Lawrence for his holidays during the early days of July.

A CHANGE. Messrs. C. A. Humbert & Son, jewelers, of Seaforth, have closed out their Seaforth jewelry business, and Mr. H. H. Humber has accepted a position with Mr. J. J. Walker, jeweler, of Nelson, B.C.

UNCLE HARRY LEVETUS has just returned from a trip through the Maritime Provinces, accompanied by his wife. He was combining pleasure with business. We are informed that he succeeded in obtaining both.

MR. D. THOMPSON, formerly manager of the jewelry department of the Cardston Company, Ltd., of Cardston, Alta., N.W.T., has left their employ and opened up a jewelry store in that place on his own account under the style of D. Thompson & Co.

MR. A. H. DEWDNEY, of A. H. Dewdney & Co., leaves in a few days for his usual summer vacation. Unless he changes his mind it is probable that he will spend them down on the Atlantic coast, where clams are plentiful and bathing is fashionable.

MR. T. H. LEE, president of The T. H. Lee & Son Co., Ltd., of Toronto, spent the latter half of July up in Muskoka. In addition to some great catches of fish, Mr. Lee secured a splendid coat of tan which is the envy of all the other jewelers in the city.

MR. DEFOE, who has been in charge of the optical department of C. H. Flach & Son, St. Thomas, has received a similar position with Messrs. Chaloner & Mitchell, of Victoria, B.C., and spent a few days in the city previous to going west, purchasing outfit, etc.

WE ARE DESIRED by the Canadian Ophthalmic College to say that it teaches Retinoscopy, or shadow test, at its regular classes without extra fee. The study of Retinoscopy is entirely optional with the student of the primary courses, and is taken up outside of regular hours.

BROCKVILLE ALSO IN LINE.—The grocers of Brockville organized on the 29th June last what will be known as the Retail Grocers' Association of Brockville. The members have unanimously adopted a resolution agreeing to discontinue the giving of trading stamps or discounts after July 15th.

HYMENIAL.—Mr. Fred C. Vickery, watchmaker, in the employ of Mr. Fred Leach, jeweler, of Neepawa, Man., was married on the 3rd July to Miss Minnie Evoy. The ceremony was performed at the residence of Mr. Leach, by the Rev. Dr. Maclean. THE TRADER wishes them every happiness.

MR. EDMUND SCHEUER, the well-known wholesale jeweler of Toronto, and Mrs. Scheuer have been spending a few weeks at the Hotel Del Monte, Preston, Ont., for the purpose of taking the celebrated mineral baths. We understand that they have received considerable benefit from the treatment.

APPRECIATED.—Mr. George H. Johnson, son of Mr. Thomas C. Johnson, jeweler, of Halifax, N.S., having spent one year and three months at the Canadian Horological Institute, Toronto, entered the employ and has now full control of the watch repairing department of W. A. Aston, wholesale and retail jeweler, Truro, N.S.

MR. CHALLONER, of Challoner & Mitchell, jewelers, of Vancouver, B.C., passed through Toronto last month on his way from the Paris Exposition and Great Britain. Mr. Challoner was delighted with his trip and expressed himself in the highest terms regarding the beauty of the exhibition and its surroundings.

LEVY BROS. CO., Limited.

HAMILTON.

Have Many Pretty European Novelties to Show.

A Full and
Complete
Line
To Suit the
Most
Fastidious.

Prompt
Despatch.

. . ALL THE LATEST IN . .

American Jewelry and Novelties.

American and Swiss Watches.

Hemsley Souvenirs,
Artistic Enamelled Novelties.

Ingraham and New Haven Clocks.

Seth Thomas Regulators.

MATERIALS AND TOOLS.

MR. H. K. S. HEMMING, of the Dominion Regalia Company, Toronto, was injured last month by falling from his bicycle. In addition to several bad scratches on his face, he had a sprained wrist, which was not only exceedingly painful, but kept him from active duty for several days. We are glad to say he is about again and as well as ever.

THE CANADIAN OPHTHALMIC COLLEGE has a fair attendance at the class which commenced July 30th. We will publish the names of the graduates in our next issue. The following were graduates of the June class. Messrs. W. H. House, Dundas; J. House, Welland; D. H. Sutherland, Toronto; R. W. Russell, Parkhill; P. G. Morrison, Edgehill.

MR. H. LEVETUS, of Birmingham, England, brother of Mr. G. H. Levetus, of the Montreal Optical Company, has been spending the past month in Canada for the purpose of opening up trade connections with the jewelry trade of this country. He expresses himself as being well pleased with the success he met with, and promises to make his visit an annual one.

A MASS MEETING of the retail grocers of the city of Toronto was held on the 5th July last, at which it was unanimously resolved to discontinue the use of trading stamps after the 1st of August. The crusade against trading stamps in this city at least, has gathered headway so fast and so strongly, that it seems to be only a question of time when they will have to go.

MR. J. J. ZOCK, of J. J. Zock & Co., manufacturing jewelers, Toronto, has just returned from the United States where he had been spending his holidays amongst friends, and incidentally looking up everything that is new in the jewelry business. He says their new fall goods will surpass anything they ever showed before, and they expect a very large trade in them.

WE are informed that Mr. Sternberg of H. & A. Saunders has recently returned from a prolonged tour in the United States where he has collected a splendid lot of samples of gold jewelry, which his firm have now reproduced and are selling at less than the American prices. Messrs. Saunders say that their line of pearl jewelry this season will be an eye opener to the trade.

A DEFIANCE.—The Toronto Silver Plate ball nine resumed practice last month at Stanley Park, after a rest of two weeks during vacation. They challenge any factory, wholesale house, or retail store nine in the city, to play for a ball, any Saturday afternoon or any evening; none excepted, none preferred; first come first game. Manager's address, A. Ward, No. 17 Charlotte Street.

MR. S. LORIE, of Saunders, Lorie & Co. has been "out west" for the past month looking up the trade of Manitoba, British Columbia and the Territories. He reports good orders for the special lines they manufacture, but that is scarcely to be wondered at considering the quality and design of their products and the price at which they sell. This is Mr. Lorie's first trip to the Pacific Coast.

AGAIN MESSRS. GEORGE H. LEES & CO. have found it necessary to increase the size of their premises. Only last year they built an addition to their factory, but still have found the place too small to successfully cope with their growing business, and they have now enlarged again, all of which goes to show their faith in the country, and the confidence that they know the Canadian jewelry trade reposes in them.

MR. W. TOMS, of P. W. Ellis & Co., Toronto, sailed for England on June 29th for a visit to his old home. Mr. Toms has we understand not had an opportunity to revisit the land of his birth since he came to Canada nearly thirty years ago, and we wish him every possible pleasure that any man could crowd into such a holiday trip. We expect him to come back looking younger and prettier than ever, if that is possible.

MR. W. H. HOUSE, of Dundas, and Mr. Jonas House, of Welland, brothers, and both of them engaged in the jewelry business on their own account, spent a few weeks in Toronto recently taking an optical course for the benefit of their business. They are both wide awake and level headed jewelers, and recognized the fact that if they were to succeed in the optical trade, they would have to be thoroughly posted so as not to have to take a back seat from anybody. They were right.

MR. W. A. YOUNG, wholesale jeweler, of London, has just returned from a buying trip to the United States markets and says that he has secured an excellent line of American jewelry of every description, many patterns in which will be found exclusively in his stock. Mr. Young thinks the outlook for business this season is more than good, and he looks forward to the biggest fall trade that Canadian jewelers have ever had.

MR. FRED A. THAYER left Toronto on the 19th of July for England, where he will act as advance agent for the firm of I. D. Bradshaw & Co., Toronto, manufacturers of chewing gums, for a couple of months. He will carry with him the best wishes of his friends and the trade generally. He expects to be back in Toronto again by the middle of September, when he will at once start out on his regular trip to British Columbia and the Territories as usual.

MR. JOHN L. SHEPHERD, well known to Canadian jewelers as of Boss case fame, has been elected vice-president of the Commercial Travellers' Sound Money League of the United States. The *New York Tribune* recently published a very fine half tone portrait of John L. and a complimentary notice of him and sketch of his life. If John keeps climbing up in the future as heretofore, it is not improbable that he will be nominated for the Presidency of the United States before he dies.

THE LEVY BROS. CO., Limited, of Hamilton, announce that looking forward to one of the most prosperous years that Canada has ever experienced, they have laid in a stock larger than usual of every kind of goods sold by the jewelry trade. They make a specialty of diamonds, watches, clocks, and jewelry of all kinds, and claim that the trade can get anything they want from their stock at all times. Their travellers are now on the road and the trade would do well to look out for their visit.

THAT our Canadian jewelers can learn new and up-to-date wrinkles from Scotch jewelers may be gathered from the following cute idea of an Edinborough jeweler, who advertises that with every engagement ring he sells he will give a coupon entitling the purchaser to buy a wedding ring with ten per cent. discount off the regular price. In our opinion he might even give a larger discount than that and still make money and draw trade, as it should be the start in many cases of future profitable business.

AN ART MUSEUM has been organized for the cultivation and advancement of the fine and applied arts in Toronto during the past month, and has just received letters of incorporation. Although we have not yet got the particulars of the scheme, we understand that five thousand dollars entitles a contributor to a life membership, which will give a chance to any of our wealthy fellow-citizens to show their appreciation of art and their desire to assist in its advancement. Amongst the provisional councillors we notice the name of Mr. R. Y. Ellis, of the firm of P. W. Ellis & Co.

MR. W. ASHALL, the official horologist to the City of Toronto, is well known as one of the most skilful rifle shots in the Dominion of Canada, having on more than one occasion secured a place upon the Canadian rifle team at Wimbledon. At one of the league matches last month he won the first prize by making the almost impossible score of all bull's eyes except one shot, which was an inner. Brer. Ashall is a "Queen's Own" veteran of the North-West rebellion, and a few thousand men of his calibre would be a great addition to the British army in South Africa, or anywhere else for that matter.

P. W. ELLIS & CO. have arranged with Messrs. Eaton & Glover of New York, manufacturers of the Eaton Eagle Engraving Machine, to have an expert operator visit the Toronto Exhibition, which is to be held from August 27th. to September 8th. 1900. The machine will be found on the ground floor of the main building on the south side, about one-third way around from the eastern entrance. They consider this the most practical way of showing the many uses the machine can be put to and the means of enabling a jeweler to do his own engraving, which he would find utterly impossible to accomplish without the use of it."

The Perfected American Watch.



HEN selecting a watch one is often confronted with a bewildering display of sizes, grades and styles. The fact that one may wish to spend a certain sum of money and prefers a watch of this or that size gives little guidance. Does the buyer wish to put $50 into the fancy gold case and $5 into the movement? Yes, if one is disposed to carry a watch principally for show. Or, is one satisfied with a low priced case if it cover a good timekeeper? Occasionally a person buys a watch as an investment, upon which he might at some time wish to realize, and argues that as gold is always salable, the case should bear the burden of the cost. That is a fallacy. Gold wears in inverse ratio, a watch movement in direct ratio to its fineness. Although it is best that the case should be of a quality suitable to the movement, the purpose of a watch is to tell the time. If you intended to build a house, you would first choose the site. When selecting a watch begin with a movement that is constructed to run with lasting regularity. And do not suppose that the number of jewels in a watch movement is the sole indication of its value. Most movement manufacturers use rubies and sapphires to overcome friction of the pivots. The AMERICAN WALTHAM WATCH COMPANY use rubies, sapphires and diamonds for this purpose.

But jewels alone do not make a first-class watch. It is the successful co-operation of about 150 precisely made parts. Simply the law of cause and effect. There is no mystery about a watch, and as public recognition of this fact grew, the sale of high priced swiss watches declined. To engrave plainly each watch movement with an established trade mark, which the dealer may indicate and the customer observe; to back up that trade mark with a responsible guarantee against any defect in material or construction, is a policy not common among European watch manufacturers. It is an American idea—an original WALTHAM idea. That is one of the many reasons why WALTHAM watches are preferred.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

JEWELERS who are on the lookout for new ideas, may get a wrinkle from the following: Last month jeweler Frank T. Proctor, of Yonge Street, Toronto, placed a new vehicle for delivery upon the streets of this city, which is so unique as to merit more than a passing mention. Mr. Proctor calls it a "clock waggon," for on each side of the top there are clocks which keep correct "standard time." On the sides appear Mr. Proctor's trademark and address. On the back the information that "clocks are called for and delivered without extra charge." It is a neat business turnout and should be a striking as well as a good advertisement for the firm.

THE CANADIAN MANUFACTURER CO., Limited, last month issued a special tariff edition of their journal containing the revised tariffs of Canada, the United States, Newfoundland, and Great Britain, the four principal countries with which the Dominion does business. In addition to the tariff it contains a supplementary index in which every article is conveniently tabulated under its proper heading and the page of the tariff quoted where it may be found. This work will be found very convenient to every dealer doing business with any of the above-named countries, and Editor Cassidey is entitled to the thanks of the mercantile community for the pains he has been at to furnish them with such a useful and convenient book of tariff reference.

SPECTACLE MAKERS report that the demand for larger eyes is rapidly increasing. The optician to-day who insists on fitting all his patrons with one size eye is simply resigning his trade to his more aggressive competitor. One of the chief reasons for prejudice against the wearing of spectacles is the unslightliness of the average frame misfit. If the opticians gave more attention to cosmetic effect, much of this dislike would be removed. Nothing looks more disproportionate than a small lens before large eyes or a bull's eye lens in front of wee ones. There must be proper proportion between the size of the eye and the size of the lens, and the sooner the optician realizes this fact the better for all concerned. The Montreal Optical Company in their this month's ad. call the attention of the opticians to this important fact.

A MUCH NEEDED REFORM.—Those of our readers who have been called upon by some ordinary individual in civilian's clothes to give up our keys and allow them to rummage through our baggage at the Canadian border will note with pleasure that the Hon. Mr. Patterson, Minister of Customs, has decided that a recognized uniform shall hereafter be worn by all officials who examine baggage at frontier points or seaports. It will consist of dark-coloured woollen pants, dark blue woollen vests, dark blue woollen double-breasted sack coat, with brass buttons, and dark blue cloth cap of approved pattern, with Customs insignia thereon, a crown surrounded by a a wreath of maple leaves between the words "Canada Customs" on a movable band forming the insignia. The department will contribute the brass buttons and caps with insignia, and contribute $7 yearly towards the rest of the uniform.

A JEWELER SENTENCED.—A despatch from Dawson City, Yukon Territory, dated June 25th, states that Nelson A. Soggs, formerly a jeweler of Binghamton, N.Y., was sentenced to two years in the penitentiary for attempted murder. Soggs was tried in this town before Justice Dugas and a jury, in the Territorial Court, and was convicted, June 22, of attempting to take the life of J. W. Rogers, with whom he had had a difficulty in connection with his claim. The evidence showed that Soggs had been abused, insulted and assaulted by Rogers and one Cahill for some time before the shooting, and had finally used his revolver during an altercation with the former. The jury brought in a verdict of guilty with a recommendation to mercy, which was evidently considered by Judge Dugas. Public sympathy for Soggs is so manifest that a petition in his behalf to the Minister of Justice is now being circulated.

THAT the dry goods section of the Toronto Board of Trade are heartily in accord with the remarks we made in our last issue regarding the necessity of the Government putting their foot down firmly and allowing no compromises on customs frauds may be judged from the following: The wholesale dry goods section of the Toronto Board of Trade have passed a resolution expressing strong disapproval of the action of the Government in accepting a compromise in the Customs actions against Thouret, Fitzgibbon & Co. and Fitzgibbon, Schafheitlin & Co. The resolution points out that $23,000 represents only the amount of duties underpaid, while between the total amount of penalties which the old and new firms should have paid there is over a quarter of a million which should stand against this firm. So that the Government has actually accepted a compromise of less than ten cents on the dollar. The opinion of the trade is that the law should take its course, and no compromise be effected.

POSTAGE STAMPS.—Just a word or two to those of our readers who may have occasion to remit sums of money either to us or to any one else, and do so by means of postage stamps. Postage stamps, especially two cent stamps, are always welcome and are just as good as money to any business firm; that is if they come all right. This is not always the case however, for often on account of the carelessness of the sender, they reach their destination in such a condition as to be utterly useless to any one unless it be the waste paper man. Here is what we want to say to those who remit stamps. Always place the gummed side next to oiled paper and that will insure their not sticking to it and leave them ready for immediate use in first-class condition. If wrapped between ordinary paper or simply enclosed in the latter, they are almost certain to adhere to the paper in hot weather. If you want to get the commendation of those to whom you remit stamps, always enclose them in oiled paper or rub a little oil over the gummed side of the stamp itself. It is simple and satisfactory.

MR. THOMAS MARKS, one of the oldest and most respected citizens of Port Arthur, Ont., died at the Toronto General Hospital last month. Mr. Marks had been ailing for some months, and his physicians decided that he ought to go to the hospital and undergo an operation. This was successfully performed, but Mr. Marks did not have sufficient vitality to rally and gradually sank until the end came. Mr. Marks was one of the pioneer storekeepers of the Port Arthur district, and in the early days away back between the sixties and the eighties, his firm were the largest dealers in jewelry and watches west of the Georgian Bay. Mr. Marks was a gentleman of much natural ability, and in addition to his large mercantile business, he engaged in contracting and railroad building in which he was very successful. It was mainly owing to his energy and influence that Port Arthur was originally selected as the Government port at the head of Lake Superior, and he devoted much of his time and talents, not to say anything of his means, to further the interests of the flourishing town of which he was one of the chief founders.

ONTARIO JASPER.—Dr. Coleman, the Provincial Geologist, left for Paris about the middle of July, where he will attend a convention of geologists assembled from all parts of the world. Dr. Coleman returned to Toronto, after completing a geological survey of western Ontario for the Ontario Bureau of Mines. He has been tracing out the jasper bands from Lake Superior across the Province. Outcroppings of parallel jasper were found in many places along the Algoma and Nipissing Railway and Batchawan Bay. Owing to extensive areas of drift and the interruption of Laurentian rocks it was not possible to trace out the bands continuously. Iron deposits were found at a number of points, though not in large bodies. The fact that ore exists, however, gives encouraging hope that it will be found in large quantities when the exploration has been thoroughly gone into. While in the West Dr. Coleman visited the Heden mine at Michipicoten, and saw the first three carloads of ore brought into the harbor from that deposit. The quality was excellent. He believes that millions of tons are to be gotten out of the mine.

AT THE recent meeting of the Chambers of Commerce of the British Empire, held at London, England, the principal discussions turned upon the subject of preferential trade relations between the various parts of the Empire. The fight between the Manchester school of absolute free trade with everybody, no matter who or what

Sterling Silver Goods.....

are seasonable and find a ready sale amongst Canadian jewelers generally at this season of the year.

We are now showing at our new warerooms, 50 Bay Street, Toronto, the largest and most complete line of Sterling Silver Flatware, Hollowware and Novelties generally that has ever been brought together in the Dominion of Canada.

These goods have been manufactured with great care and are specially adapted for the jewelry trade. Our styles are the newest and most elegant ever offered to Canadian jewelers, and our prices are as low as any manufacturer can afford to sell honest goods for.

They are profitable goods to handle and will be sure to make customers for you.

Remember the address and give us a call when in the city. If you can't come, drop us a letter for a sample order.

Simpson, Hall, Miller & Co.

A. J. WHIMBEY,
Manager.

50 Bay St., Toronto.

they are and treat everybody alike, and those advanced imperialists who believed in drawing the Empire closer by means of preferential tariffs was long and keen, but the latter ultimately triumphed and the Toronto Board of Trade motion was finally unanimously agreed to with the addition that a committee was appointed to wait upon the Premier, Lord Salisbury, and ask the British Government to appoint a Royal Commission to investigate the whole matter and report later on. If the British Government grants this request and the Commission reports upon it, preferential trade will either be killed outright or become a live question in the politics of Great Britain itself as well as the rest of the Empire. We shall see what we shall see, as this is a question like Blanco's ghost, which will not down.

A RARE SETTING.—The manufacture of jewelry is not as a general rule a very exciting business, but if one had been in the factory of Messrs. J. J. Zock & Company on the 19th July they would have perhaps changed their minds about it. The cause of the excitement was peculiar and we are glad to say very rare. It appears that a young man named Warner, who is employed by the firm, had a diamond of considerable value in his mouth and, as accidents will happen even in the best regulated families, swallowed at the wrong moment. The gem slid down his gullet and consternation reigned in the shop. One hundred and sixty dollars at a gulp was too Cleopatra-like a meal for the firm to stand, and the animated diamond mine was at once hurried to the Emergency hospital around the corner for developments. There emetics of rare potency were administered, with dynamite effect on young Warner's system, but without the desired result, so far as the buried treasure was concerned. It was at last decided to abandon the claim temporarily, and the young man was sent home. If the gem fails to materialize the "x" ray system may be utilized to locate its whereabouts. In the meantime the firm has a treasure in this young employee that they do not care to part with.

CANADA'S GREAT FAIR.—Our readers will be pleased to learn that preparations are being made by the management of the Toronto Industrial Exhibition on a more extended scale than usual for this year's fair. Manager Hill was sent over to Europe to gather pointers, and spent two months in London and Paris, and it is needless to say that he has brought back with him a great many ideas and suggestions, which will prove of benefit to the Toronto Exhibition. The entries of manufactured goods are said to be more than usually early and plentiful this year, so much so, that the management have decided to retain the whole of the ground floor of the Main Building exclusively for manufactured goods. In cattle, horses and farm products the entries are away ahead of the record, and without doubt there will be a turn out of the products of our Canadian farms that Canadians generally may well feel proud of. In the amusement line Manager Hill promises something superior to anything we have had of late years. The principal feature of the evening performance will be the spectacular "*Siege and Relief of Mafeking*," an episode of the Transvaal War which is admirably adapted for the talents of the scenic artist and the pyrotechnic manipulator. From present appearances it looks as though the twenty-second Annual Exhibition of Toronto's Industrial will be one of its greatest successes. It is the Ontario farmers' annual picnic anyway, and Toronto will be *en fete* as usual to welcome them.

THE BEGINNING OF THE END.—The Toronto Cash Coupon Company, 35 Yonge Street Arcade, Toronto, assigned last week to F. Jenkins. The business was begun in 1897 as the Buyers' and Merchants' Benefit Association, which was later taken over by a company capitalized at $40,000, and the name changed to the Toronto Cash Coupon Company. The plan of business was to sell to retail merchants books of stamps to be issued one stamp for each 10 cents' worth of goods purchased by customers, who were given books with space to contain stamps showing $100 worth of purchases. On presentation of a full book at the Cash Coupon Company's office $3 was promised for the book. The retailers purchased the stamps from the company at ½ cent each, or 5 per cent. The company redeemed the stamps at the rate of 3 per cent., leaving 2 per cent. as a margin for working expenses and profits, in addition to the stamps paid for by the merchants and not returned by customers. Strong opposition to the payment into the hands of the stamp company of this 5 per cent. on cash sales has recently developed by merchants in, and outside of Toronto, and the decision to discontinue the use of stamps by many retailers, along with the increased competition and expenses is given as the cause of the failure. The assignee has not yet prepared a statement of assets and liabilities, and it will probably be some weeks before the extent of the failure is fully known, as the thousands of books held by customers of the storekeepers, and the stamps in the hands of merchants, must be collected. If anything is left after the payment of rent and other preferred liabilities holders of stamps may get something. The company, besides doing business in Toronto, had quite a few agencies in outside towns.

THE WAR.—Since our last issue, the Transvaal War has been completely dwarfed by the terrible news which comes from China, of massacres, pillage and torture, until one's blood boils with a desire to avenge such treacherous barbarism. Even had this not been the case, the South African War has entered upon a phase which has almost completely eliminated the interest to outsiders not having personal friends engaged in the struggle. From war as commonly understood, it has come down to a kind of guerilla warfare and police patrol business, and, although such work may be harder upon the men than the fighting they have hitherto been engaged in, it is none the less prosaic and uneventful. Of course in such a contest the advantage lies principally with the Boers, and they will doubtless win many miniature victories on account of their greater mobility, their knowledge of the country and the fact that the inhabitants are all friendly and anxious to assist them. In spite of all this however the net is being gradually closed in, and it is only a question of time when they must meet their Paardeburg as Cronje did, and surrender to the inevitable. The British troops find it almost impossible on account of the horse epidemic to keep up a supply of remounts for their cavalry, and this drawback will no doubt materially assist the Boers and help to lengthen the term of their resistance. General Lord Roberts is however quietly laying his plans, and just as soon as he can get his arrangements as to transport, supplies, remounts, etc., completed, we are likely to see another period of activity which should convince the Boers of the futility of their resistance. The longer they hold out, the larger the bill of costs they will ultimately be called on to pay, and when this idea once gets through the heads of the Boers they will experience a change of heart. Our Canadian troops continue to uphold their end in first class shape, and are now considered equal to the very best regular troops that Britain has in South Africa.

THE INCREASE in the preferential tariff in favor of Great Britain from 25 to 33⅓ per cent. went into effect upon the 1st of July last. As was expected a great volume of British goods were held in bond over June until after the 1st July so as to take advantage of the lowered duty, thus making the imports of manufactured goods for the month of July abnormally large. Without doubt the lowering of the duty upon British goods will be a good thing for British manufacturers, but it remains to be seen whether it will be equally good for the manufacturers of Canada, and ultimately for the Canadian public. Without being alarmists, we may say right here and now, that we are almost certain that it will adversely affect several lines of Canadian manufactures, and although this increased competition will not be so apparent so long as the present boom times continue, yet when the reaction sets in some one will have to pay for these concessions. Canadian duties are not high enough to stand any such sweeping reductions to Great Britain or any other country, and while we are strong believers in giving a reasonable preference to the Mother Country, we think our maximum tariff should be raised high enough to enable us to do so and still have the minimum tariff high enough to afford adequate protection to our own Canadian manufacturers. After all is said and done, charity begins at home. Britain is free trade, not because it is right in principle, but simply because her people consider that free trade is the best suited for their needs. On the other hand, the people of Canada and the United

States are protectionists, because under existing conditions they could not compete against the products of cheap European labor if their goods were admitted duty free. Trade is essentially as selfish as war. Each country is looking out for itself, and will do just such things as it thinks are going to advance its own interests. While Canadian protectionists are selfish enough to believe in looking out for Canadian interests first, they thoroughly believe in looking after the welfare of the British Empire next to their own, and giving them every possible advantage compatable with the preservation and encouragement of their own domestic manufacturing industries. This is as far as they do go, or ought to go, and selfish as it may appear, it certainly goes a great deal further in the direction of giving advantages to our own fellow-subjects than anything that free traders have either advocated or put into practice. Free trade recognizes only one thing; the lowest price. It has no feelings of kinship towards those who dwell beneath the same flag, it knows no country or anything else; save price only. It is essentially selfish, else it would not be free trade.

A Panacea.—One of our readers elsewhere in this issue offers a suggestion which he thinks will cure all the ills that the Canadian retail jewelry trade is suffering from and place them on their feet. The remedy is simple and would certainly be effective so far as general store keepers are concerned, although it would not affect the department stores in the slightest degree. This correspondent's cure is simply to get a bill passed by Parliament making it illegal for any person or firm to sell watches, clocks or jewelry unless they themselves can repair the same in a workmanlike manner if required to do so. Our correspondent's contemplated bill evidently proposes to empower firms employing practical watchmakers to sell such goods for them in the same way as the department stores do with dispensing, namely, by employing a regular graduate chemist. Of course if such a bill could be secured from the Legislature it would restrict the sale of these goods somewhat in country places, but after all it would mean but little real good for the trade. In our opinion, however, the bill is not workable and would never be sanctioned by Parliament. Such an arrangement contemplates a *test* of fitness. Who would make the test and what would be the standard for it? Our increasing horological graduates might take the position that the only fair standard of merit would be the thorough examination they themselves have had to undergo, and that no person who cannot come up to that should be allowed to register as a watchmaker and jeweler under the proposed act. Such a contention while it would bowl out a great number of watchmakers, would no doubt be seriously, if not favorably, considered by Parliament, seeing that at the present time this is the only place in Canada where competitive horological examinations are held. Again, once Parliament admitted such a principle as such a bill would necessarily contain, where would the thing end? The bicycle repairers would claim that no one should sell a bicycle unless they are able to repair it. The merchant tailors would follow suit and bowl out the dealers in ready-made clothing, in fact a dozen other trades would find in such a bill an excuse to secure legislation in order to restrict competition. The fact is, the principle underlying such a bill is unsound, and Parliament could never be got to sanction it. The principle involved in the legislation regarding doctors, dentists and druggists is entirely different from anything which could apply to ordinary trades. These professions are legislated for, solely because the health and even the lives of the citizens of the country are involved, and much depends upon guarding their ranks from quacks and imposters of all kinds. The Legislature gave them certain restricting powers, not in their own interest, but in the interest of the public generally, but no such argument could be urged in defence of any bill in the interest of the jewelry trade such as is suggested by our correspondent. A bill in the interest of the public could be urged regarding the optical business of the country, and we have no doubt that legislation of this kind will be passed sooner or later by our provincial legislatures, but the principle underlying that is analogous to the one involved in the protection of the medical and drug trades. We could say much more regarding this proposed panacea, but leave it to the trade generally to say if in their opinion such legislation could be obtained, or would be effective could it be secured.

Annexation League.—We notice by our American exchanges that a league has recently been formed in the United States with the avowed object of bringing the balance of the North American continent under the Stars and Stripes. To Canadians who know all about the spontaneous burst of loyalty which has evidenced itself throughout the Dominion during the past year, the time seems most inopportune for the launching of such a crusade, even from an American point of view. From a Canadian-British standpoint the whole thing is simply ridiculous, and were it not for some of the names attached to the document, might be considered the work of some demented individual. Certainly Canada will have none of it, and if it pleases the promoters and gives them a little cheap noteriety it will do us no harm; all the same it is pretty gally for Americans to assume as they appear to do that we are dissatisfied with our present condition and would be better off if we foreswore our allegiance to the Union Jack and came under the protecting folds of the Stars and Stripes. A circular setting forth the aims and objects of this absurd organization is being sent to all Canadian newspapers. The "declaration" signed by members of this precious league is as follows: "We, the undersigned, desire that all peaceful and honorable means should be used to consummate the political union of the United States and Canada. In our opinion the time has come when it is desirable that Europe should cease to direct or control the political or domestic affairs of any portion of this continent; and we believe that such cessation will tend to unite all English-speaking communities throughout the world in one common effort to develop, promote, extend and defend constitutional government, and will be for the best interests of humanity. We earnestly desire to see the two great English-speaking families who now occupy this continent united under one flag upon terms generous, just and honorable to both of the contracting parties. We firmly believe that the extension of the boundaries of the United States from the Gulf of Mexico to the Arctic Sea, and from Newfoundland to Vancouver, will not only secure the rapid development of the practically unlimited natural resources of the whole continent, but likewise promote the happiness and best interests of all the people, materially lessen the per capita cost of government, and defence, and be preservative of the peace of all concerned. We therefore unite in organizing 'The National Continent Union League,' having for its object the promotion of continental union by all lawful, peaceful and honorable means." All this is very amusing. If the league does nothing beyond holding quarterly meetings and drawing up fanciful resolutions of this nature Canada will look on and enjoy the fun. It will come as a shock to many Canadians, however, to learn that the man who is secretary and manager of this concern is Francis Wayland Glen who, although born and bred an American citizen, lived for several years in Canada, took the oath of allegience and became a member of the Canadian Parliament. This is the only humiliating feature of the whole business; we can excuse the other gentlemen who have signed the declaration, because they probably did not know any better, but this man Glen, whose name is flourished among the list of officers, would do well to keep as far away from Canada as possible. The man at the head of this ridiculous league is Mr. Paul Dana, editor of the *New York Sun*. Mr. W. Bourke Cockran is a vice-president, and of course this is eminently fitting, for Mr. Cockran may always be depended upon when there is anything doing against England; he is an Irish Anglophobe of the worst variety. Hon. George Hoadly is counsel for the league, while Hon. S. B. Dutcher is treasurer. There are one hundred names of prominent Americans on the Advisory Committee, and all, it seems, have signed the declaration of covetousness. Millionaires, politicians, generals, college presidents, writers, and lawyers make up the list. The man who is given first place is Mr. Andrew Carnegie, a Scotchman, a naturalized American and a man who, not content with denying his own country, would like to see Britannia robbed of her brightest and best possession. John Jacob Astor and William C. Whitney, stand shoulder to shoulder with Carnegie. Seth Low,

president of Columbia University, follows. Some sixty well-known New Yorkers are in this section. Hon. Levi K. Fuller represents Vermont in the declaration. From Massachusetts the historian, Henry Cabot Lodge, has signed his name, and Charles W. Elliott, the famous president of Harold University. Connecticut is represented by Hon. Simeon F. Baldwin and by Samuel L. Clemens (Mark Twain), whose sense of humor no doubt prompted him to sign his name to this comic document. Hon. John Hay is the only member of the United States Government whose name appears. Other well-known names are those of Col. Alexander K. McClure, Mr. Charles M. Pratt, Major-General Dodge, Mr. H. O. Havemeyer, Hon. Elihue Root, Mr. Charles L. Tiffany, Mr. Frederick P. Olcott, Mr. Russell Sage, President Daniel C. Gilman, LL.D., Hon. Asa Bushnell, and Hon. John B. Foraker.

LITERARY NOTICES.

"The Reign of Law." A Tale of the Kentucky Hemp Fields. To the Northerner—the Canadian—"hemp" has meant little, nothing better perhaps than a suggestion of coarse sails or rude sacking. With the Kentuckian it is different. Memories sweet and bitter overpower him at the sound of the word;—hemp, that tall, waving weed which an ancestor had looked out upon with lordly pride of ownership, or bent his back in the breaking.

Mr. Allen has written his allegory of those fields with a witchery that could only be equalled in the dreams of a mystic Hindoo, as he, reclining, puffs the dried hemp—*gunyah*—smouldering in his yellow pipe carved from the ivory of some tusk-deprived animal.

There was, perhaps, something in the hemp which made David dream—the David of this story; the mighty youth who, even while he slashed down the great coarse weeds with his rude scythe, turned ever with a longing gaze toward halls of learning. A religious feeling was strong within the lad, inherited from generations. How he wrestled and strove with circumstance that he might attend a Bible College soon to be founded in a distant part of the State; how proud his parents were when they learned his desire to go, and how they toiled and saved to send him! Then, after a year away, with all its wonderful experiences,—the home coming, how tragic! The fond glad welcome ready for him, but he too sincere to receive it until his confession was made.

He had been expelled from the University, and by the entire body of its learned professors. Why, the reader will discover. He had gone beyond all recognized bounds. Then descended the terrible lash from his father, "Why have you come back here?—I always knew there was nothing in you!"

More than noble, David arose from the scourge, setting about in deadly earnest to repay his father and mother all they had sacrificed for him that he might be fitted to preach the Gospel—not of Christ—but of the Bible. He did many house chores for his mother; dug out vegetables for the cook on days when the ground was hard with sleet; and took the place of a common "black" in the hemp field. As a wage for all this he received continued coldness and rebuke. He cared tenderly for every animal on his farm, and was human to all helplessness. With a nature so deep, how he craved affection, and what possibilities for love!

Gabriella, a beautiful daughter of Southern aristocracy wrecked at the time of the Revolution, came to be the district school-mistress. Issuing from a life of luxury and ease, her struggles were as great in their way as David's; but "Brave spirit! Had nature not inclined her to spring rather than to autumn, had she not inherited joyousness and the temperament of the well-born, she must long ago have failed, broken down. Behind her were generations of fathers and mothers who had laughed heartily all their days. The simple gift of wholesome laughter, often the best as often the only remedy for so many discomforts and absurdities in life—this was perhaps to be accounted among her best psychological heirlooms."

When these two met, it was a solemn occasion, and to David the spring was worth the hard and bitter winter. Their love story is one of majesty. You read and dare not smile, its power impressing you as some grand primeval force of nature.

The illustrations are befitting the exquisite English and imagery of the work, which is published by the Copp, Clark Company, Limited, Front Street West, Toronto.

"A Kent Squire," by Frederick W. Hayes. "A Kent Squire" is neither countrified nor idyllic. It is a full-blooded romance of wildest adventure, and we are delighted to exchange the dull and pompous squire of our expectations for the luckless but daring Ambrose Gwynett, Squire of Thornlaugh, the hero of Mr. Hayes' novel. There is something altogether tantalising about the plan of the book. Nothing ends with the last chapter; there are a hundred loose threads, threads we should much like to see gathered up. Yvonne de Valincour failed of course, in her bid for empire, but how? She seems on the high road to success when we take leave of her. What was the end of her daring villiany? Of course Ambrose won through all his trials, but his success is quite shady when we close the book. What happened to Marlborough's infamous letter, and did the man who held it get his revenge? Did—but there are a dozen mysteries we want solved, a dozen intrigues to be explained. But the very fact that the end of "A Kent Squire" does not satisfy us is proof enough that the book is out of the ordinary run of novels. Four hundred and fifty closely printed pages of historical romance are usually enough and to spare, but we should not have complained—indeed, we should have rejoiced—had Mr. Hayes doubled the length of his story. He has caught something of the fascinating power of Dumas. He deals with great men and events, he re-writes history. His picture of Marlborough is magnificently daring and—convincing. He scatters adventures with lavish hand; every chapter has its hairbreadth escape. His heroes and heroines and villians (of both sexes) are all immense; the coloring of the story is lurid. The Workmanship, too, is distinguished and striking. Altogether "A Kent Squire" is a book to be read and hugely enjoyed by every lover of a good stirring romance. We have placed an order for the sequel: so will every one who follows our advice and procures a copy of Mr. Hayes' thrilling and remarkable story.

FOR SALE.

One large J. & J. Taylor Jewelers' Fire-Proof Safe in good condition.

Dimensions: Inside, 60 x 40½.
" Outside, 75 x 63.

As we are moving into new premises about September 1st, we offer this Safe for sale at a bargain.

We also offer our present office fittings, consisting of nice wheel cut glass partitions for two offices, also 27 feet of bank railing, best quarter cut oak, fitted with bevelled English plate glass.

APPLY TO **J. E. McELDERRY,**
MANAGER GUELPH AND ONTARIO INVESTMENT AND SAVINGS SOCIETY,
GUELPH, ONT.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A BARGAIN.—New model De Zang Refractometer, good as new, cost $80.00. Have got two, will sell one for $40 00 cash. The Tate Optical Co., Peterboro.

FOR SALE.—An optical outfit (entirely new) consisting of the following: Trial set, lense measure, presoptometer Opthalmoscope. Address Optician, Taunton P.O., Ont.

FOR SALE CHEAP.—One Lubin Cinemetograph, moving picture machine, complete with rheostat, electric and calcium lamps, good as new, reason for selling have two, also a few films to sell. F. W. Hess, Zurich, Ont.

JEWELRY BUSINESS FOR SALE. The jewelry business of the late W. M. Cross, of Sutton, is offered for sale. First class chance for a young man to get an established business. Address Mrs. Charlotte Cross, Sutton West, Ont.

SITUATION WANTED.—By an experienced watch, clock and jewelry repairer, has tools, lathe, etc., references furnished. R. Pringle, Box 64, Guelph, Ont.

WATCHMAKER WANTED, apply Ryrie Bros., Yonge and Adelaide Sts., Toronto.

WANTED TO BUY.—One trial set, must be in good order. The lowest cash price for it. G. T. Dorion, St. Johns, P.Q.

WANTED a good sized jeweler's safe, must be in good condition. State size and price. Baker, The Jeweler, Hamilton.

WANTED.—A universal face plate, for a No. 1 Moseley. Must be in good order, and cheap. Address Box 576, St. Marys, Ont.

WANTED.—A good, strong, portable electric battery with indicator and attachments. Address with particulars, Jeweler, 691 St. Patrick St., Ottawa, Ont.

WANTED at once a strictly first-class watchmaker. Must be a young man and A 1 workman, good salary and a permanent position to right man. G. S. Mason, Arcade, Vancouver, B.C.

WANTED.—A good, second hand 6 ft. or 8 ft. oval walnut show case, 16 in. back, nickle trimmings, write stating appearance and price. Must be in perfect order. J. B. Strathearn, Sault Ste. Marie.

WANTED AT ONCE.—A young man with from 3 to 5 years' experience at clock and jewelry repairing. Must be able to furnish good references as to character and ability. Address I. S. Ostrander, St. Thomas, Ont.

WANTED.—At once a young man with from two to four years' experience at the jewelry business. State wages expected, and send references as to character and ability in first letter and address Jeweler, c o Levy Bros., Hamilton, Ont.

WANTED.—By an expert mechanic, all-round jeweler, optician and engraver, a position of trust. Am able to take complete charge of a factory or store. Can furnish the highest testimonials of character and ability. Address R. C., Jarvis Post Office, Bank St., Ottawa.



STRONG LIQUID GLUE. Strong melted glue, five parts; vinegar, four parts; alcohol, one part; alum one-half part. The vinegar may be replaced by acetic acid, but in that case one part instead of four is sufficient.

TO COLOR INFERIOR GOLD. Boil the jewelry made of low standard gold in the following bath to dryness: Saltpetre, two parts; alum, one part; sea salt, one part; distilled water, enough to immerse the pieces completely.

GOLD SOLDER FOR GOLD AND PLATINUM. In many cases where 18-karat gold and platinum are to be united, it is best to combine both surfaces with 18-karat gold, according to the following formula: 1.56 grammes of fine gold, 0.7 gramme of fine silver and 0.3 gramme of pure copper. This is a readily fusible solder for 18-karat gold and will give excellent results. No joint will be noticeable, since it constitutes a widening of the gold part, in color as well as in quality.

RAPID BRONZING.—Blood-stone, 100 grammes; sea salt, 30 grammes; alkali, 30 grammes; sal-ammoniac, 30 grammes; graphite, 30 grammes. Put all into a liter of vinegar and leave alone for two or three days. For bronzing copper articles or any other metal covered with copper, place a little of it in a glass or porcelain vessel and apply this composition to the object by means of a brush. If you desire to obtain gold shades as relief, pass a moist cloth over the reliefs and the copper will reappear. Now take a piece of skin, rub it on graphite or blood-stone, or umber spread on paper, and pass the skin over the bronzing, which will produce very handsome tints.

GRAINING OF BRASS. Brass parts of timepieces are frequently provided with a dead grained surface. For this purpose they are fastened with flat headed pins on cork disks and brushed with a paste of water and the finest powdered pumice stone. Next they are washed off well and placed in a solution of 10 liters of water, 2 grammes of mercuric nitrate and 4 grammes of sulphuric acid. In this amalgamating solution the objects become at once covered with a layer of mercury, which forms an amalgam with the copper, while the zinc passes into solution. After the articles have again been washed off well, they are treated with graining powder, which consists of silver powder, tartar and cooking salt. These substances must be pure, dry and very finely pulverized. The mixture is done with very moderate heat. According to whether a coarser or finer grain is desired, more cooking salt or more tartar must be contained in the powder. The ordinary proportions are:

			Parts.
Silver powder. ..	28	28	28
Tartar	28.3	110-140	85
Cooking salt...	900	370	900

This powder is moistened with water and applied to the object. Place the article with the cork bottom support in a flat dish and rub the paste on with a stiff brush while turning the dish incessantly. Gradually fresh portions of graining powder are put on until the desired grain is obtained. Same turns out the rounder the more the dish and brush are turned. When the right grain is attained, rinse off with water and treat the object with a scratch brush, with employment of a decoction of saponaria. The brushes must be moved around in a circle in brushing with the pumice stone as well as in rubbing on the graining powder and in using the scratch brush. The required silver powder is produced by precipitating a dilutated solution of silver nitrate with some strips of sheet copper. The precipitated silver powder is washed out on a paper filter and dried at moderate heat.

Jewelers' Security Alliance of Canada.

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SEND IN YOUR APPLICATION AT ONCE.

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Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glass-ware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

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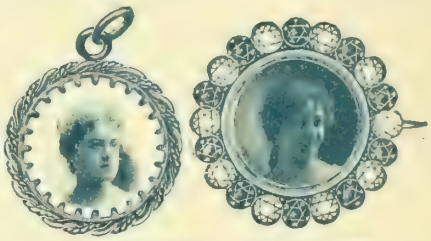
NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled

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Charm, 2 pictures, $2.00 Brooch, $2.00

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Small size Brooch,	plain,	$0 30	each.	R.P. rim,	$0 75	R.P. Twist Mount,		$1 00
Medium size Brooch,	"	50	"	"	1 00	"	"	1 50
Large size Brooch,	"	60	"	"	1 50	"	"	1 75
Scarf Pins,	"	50	"	"	1 00	"	"	1 25
Scarf Buttons and Links, 2 pictures,	"	1 50	pair.	"	2 00	"	"	3 00

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Manufacturers of NOVELTY PHOTO JEWELRY AND ADVERTISING BUTTONS.

Special.—Send 10c. for 50c. Sample and Illustrated list. **A. C. ANDERSON, Manager**

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V.T.F. Watch Glasses, Beaded Label, in 1-16 Genevas, per grs.	$1 50
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Fine Roll Plate Lever Button Backs, per doz.	30
Imitation Half Pearls, assorted, per grs.	40
Watch Paper, box of 1,000 sheets, per box	40
Fine American Roll Plate Wire, per ½ oz. coil.	05
Swiss Mainsprings, best quality, per doz.	50
Swiss Balance Jewels, sapphire and rubies, assorted, per grs.	2 75

American made Balance Staffs for Elgin, all sizes.
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" " " Columbus, "

Also for all other makes not mentioned above.

Gray finish, per doz., 75c. Polished, per doz., $1.00.

Jewels for all sizes American Watches, Garnet, per doz., 50c.
" " " " Sapphire, " 75c.
Ruby Pins " " " per doz, 15c.; per grs., $1.50.

Genuine Waltham A.K. Mainsprings for all sizes Waltham, per doz., 75c.
" American A.K. " " " Am. Watches, per doz., 75c.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over, and on orders for the North-west and Lower Provinces amounting to ten dollars or over.

The above prices and quality of Staffs and Jewels are only to be had by sending orders direct to my Office, **67 Yonge St., TORONTO, as I do not send out Travellers.**

THE M. S. BROWN CO., LIMITED,

STREET RAILWAY CHAMBERS, MONTREAL.

Something new in Rings.

Our travellers are now showing a new line of seamless gold-filled rings, that will wear equal to solid, and are better value than the low karat, light-weight rings now being offered by some jobbers.
The line includes

Wedding Rings, Band Rings and Gypsy Rings.

Be sure you see our samples.

Watch Cases.

We are showing a new and attractive line of watch cases in Nickel, Silver, Filled and Gold, made by the Montreal Watch Case Co., which we guarantee to be equal in pattern and finish to any goods shown in Canada.

Repairs.

We are giving special attention to all kinds of repairs in jewelry for the trade only.
In watch repairs we have exceptional facilities, having both American and Swiss workmen for this purpose.
Send us your complicated repairs. We will do the work well and promptly.

The M. S. Brown Co., LIMITED, Montreal.



Beautiful Fall Styles

OF

Jas. Boss Filled Cases.



Judgment of merit implies comparison with a standard. Boss Cases are the standard Filled Cases of the world, and only by comparison with them can you judge rightly of the merit of any make of case. Hence, whatever make of case you now favor, you should first inspect the beautiful new Fall Styles of

JAS. BOSS FILLED CASES.

I am sole agent in Canada for these and all other cases made by The Keystone Watch Case Co., Philadelphia, U.S.A. I have just received large consignments for fall trade of

ELGIN and WALTHAM MOVEMENTS,

AND ALL THE LATEST IDEAS IN

SILVER AND GOLD JEWELRY.
NOVELTIES.
DIAMOND GOODS.
CLOCKS.
CUT GLASS.
FINE LEATHER GOODS.
CANES.
UMBRELLAS, ETC.

EVERYTHING THE JEWELER NEEDS IN HIS BUSINESS.

SIR WM. PITT PHOTOGRAPHIC SUPPLIES.

JAMES A. PITTS,

TEMPLE BUILDING, MONTREAL.

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

AND

Manufacturers' Agents.

Selling Agents for Ansonia Clock Company,
NEW YORK.
American Waltham Watch Company,
WALTHAM, MASS.
American Watch Case Co.,
TORONTO.
Roden Bros., Sterling Silver,
TORONTO.
Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.

Chas S Ellis
31 Wellington E.



LOOK FOR THAT SPOT

WHEN IN TORONTO
DURING THE EXHIBITION.





IT WILL PAY YOU

TO SEE OUR SPECIAL NEW
LINES THIS FALL IN

Clocks, Watch Cases, Umbrellas
and Sterling Silver Novelties.

THE T. H. LEE & SON CO.,

LIMITED.

1 WELLINGTON ST. EAST, TORONTO, ONT.

P. W. ELLIS & CO.,

31 WELLINGTON STREET EAST, TORONTO, CANADA.

SPECIAL AGENTS:

Omega Watches.
Waltham Watches.
Elgin Watches.
Ingersoll Watches.
Century Watches.
New England Watches.
Swiss Small Watches.
Trump Gents' Watches.
Trump Ladies' Watches.
Gun Metal Watch Cases.
Nickel Watch Cases.
Regal Sterling Silver Watch Cases.
American Gold Filled Watch Cases.
Canadian Gold Filled Watch Cases.
"Regal"
Solid 8-10k Gold Watch Cases.
" 20k " " "
" 14k " " "
" 18k " " "
Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.
Waterbury Clocks.
Mantel Clocks.
Box of 6 Eight-day Clocks for $2.80
Gem Nickel Alarm Clocks, each 1 60
And many other Clock Specialties.

20th Century Jewelers' Herald.

An Up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald. Yours truly,

P. W. ELLIS & CO.,
Watch Department.

New England Watches.

New 14 Size Thin Model.

No. 14—Silver, E. T. Back $7.50 each
" 333—Nickel, Plain Back 3.80 each
" 343—Oxidized Steel. 5.00 each
" 332—Nickel, Plain Back, Card Dial ... 4.50 each
" 313 Oxidized Steel, Card Dial 5.50 each

The Oxidized Steel has Gilt Bow and Crown.

No. 3.3 is the lowest priced American 14 Size Black Steel Watch on the market and only $5.00 each.

Gents' Trump Line.

No. 11—Nickel, Plain Back ... $3.50
" 19—Nickel, E. T. and Engraved Back 3.50
" 21—Nickel, Scroll Engraved Back 3.50
" 29—Nickel E.T. Engraved Back 3.50
" 41—Glass Front and Back 3.50
" 1785—Black Steel, Plain Back 4.00

No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only $4 catalogue list.

Ladies' Trump Line.

No. 211 in Plain Nickel Case.. $4.40
" 213 in Fancy " " 4.40
" 223 in Engine Turned Case 4.40
" 301 in Plain or Engine Turned Gold Gilt Case. 5.00
" 313 in Fancy Engraved Gold Gilt Case 5.00
" 279 in Black Steel Plain Case 4.70
" 271 in Black Steel Plain Case 5.00

No. 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only $5.00 each.

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

Seth Thomas Movements.

The "Century" Movement.

18 Size, Open Face or Hunting.

DESCRIPTION.—18 Size, ¼ Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

Century, price for Movement $3.80

"Eagle" Movement.

6 Size, Open Face and Hunting, Lever Setting.

DESCRIPTION.—6 Size, ¾ Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

6 Size Eagle, price for Movement $5.90

"Eagle" Movement.

18 Size, Open Face or Hunting, Lever Setting.

DESCRIPTION.—18 Size, ¾ Plate, 7 Jewel Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

18 Size Eagle, price for Movement $4.70

Ingersoll Watches.

Complete New Price List.

Yankee, Nickel, plain back (new model) $2.00
Yankee, Gilt, plain back (new model) 2.00
Champion, Nickel, plain back stem wind 2.40
Champion, Gilt, plain back, stem wind 2.40
Champion, Nickel, fancy back, stem wind 2.40
Champion, Gilt, fancy back, stem wind 2.40
Eclipse, Nickel, plain back, stem wind and stem set 2.80
Eclipse, Gilt, plain back, stem wind and stem set 2.80
Eclipse, Nickel, fancy back, stem wind and stem set 2.80
Eclipse Gilt, fancy back, stem wind and stem set 2.80

New Line Ingersoll Watches.

Triumph, Silver Finish, plain back, stem wind and stem set ... $3.50
Triumph, Ozidized Black, plain back, stem wind and stem set .. 3.50

Bargain.

SPECIAL HERALD.—To give all customers a chance to see and examine these absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of $1.20 net.

Bargain.

Price for 1 dozen New Model Yankee Watches only $21.60, Less Trader Discount.



18 Size Hunting.
Engine Turned to Shield Case, same also made in Open Face.

Regal.

Plain Bassine Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt $19.50
0 " 14k " 13 " 28.30
0 " 18k " 16 " 39.50
6 " 10k " 16 " 26.70
6 " 14k " 19 " 37.90
6 " 18k " 22 " 51.50
12 " 14k " 30 " 55.50
12 " 18k " 35 " 77.50
12 " 14k Open Face, 25 dwt 55.00
12 " 18k " " 30 " 75.00
16 " 14k " " 33 " 67.80
16 " 18k " " 40 " 95.00
16 " 14k Hunting, 42 dwt 74.70
16 " 18k " 48 " 103.50
18 " 14k " 45 " 79.50
18 " 18k " 55 " 117.50
18 " 14k Open Face 40 dwt 79.00
18 " 18k " " 45 " 105.00

Subject to Herald Discounts.

See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt $19.50
0 " 14k " 13 " 28.30
0 " 18k " 16 " 39.50
6 " 10k " 16 " 26.70
6 " 14k " 19 " 37.90
6 " 18k " 22 " 51.50
12 " 14k " 30 " 55.50
12 " 18k " 35 " 77.50
12 " 14k Open Face, 25 dwt 55.00
12 " 18k " " 30 " 75.00
16 " 14k " " 33 " 67.80
16 " 18k " " 40 " 95.00
16 " 14k Hunting, 42 dwt 74.70
16 " 18k " 48 " 103.50
18 " 14k " 45 " 79.50
18 " 18k " 55 " 117.50
18 " 14k Open Face, 40 dwt 79.00
18 " 18k " " 45 " 105.00

Subject to Herald Discounts.

See Page 315H August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts. **Watch Department.**

THE INCREASING DEMAND

FOR THE

H. & A. S.

Seamless Gold Filled Chains

has enabled us to greatly enlarge our line of Gents' and Ladies' chains.

We beg to thank the trade for its hearty and generous support for this, a new line, and we are pleased to see that our fifty years of hard work and honorable dealing has not been without its reward.

Remember that the H. & A. S. chains are made and guaranteed by

H. & A. SAUNDERS, *THE PIONEER JEWELERS,*

20 and 22 Adelaide Street West,

TORONTO.

N.B.—Every H. & A. S. chain is accompanied by a certificate of guarantee and is stamped the number of years for which it is guaranteed.

NONE GENUINE OTHERWISE.

Saunders, Lorie & Co.,

...67 Adelaide Street West, TORONTO.

GOLD LINKS.

We are carrying this fall a very fine assortment of Gold Links set with Diamonds, Pearls and Opals, in three stone and S. S. stone styles. We feel sure our stock in this line will interest you especially at this time of the year.

PEARL STICK PINS.

An entirely new line of Pins, of patterns which sell themselves.

FINE PENDANTS.

We carry always on hand a good assortment of expensive Pendants. Should you have a prospective customer, we are willing to send some on approval to you.



TORONTO, ONT., SEPTEMBER, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



THE OUTLOOK.

NOW that September is upon us and the present year's harvest has mostly been gathered, the majority of our business men are asking themselves, "What are the prospects for trade this fall?"

Taking Canada as a whole, it appears as though this year's crop will in the aggregate, be about an average one. While it is true that the wheat crop in Manitoba is considerably below that of last year, this is perhaps partly compensated for by the extra crop of other grains in that province, and the abundant crops of Ontario and the Territories. The mining industry, which received a check last year, has again begun to show signs of rapid development, and it has already reached such a position amongst the staple industries of the country as to hold no inconsiderable place in any forecast of our national mercantile reckoning.

Another factor of national prosperity is the pulp and paper industry, and this, although comparatively new, is showing signs of progress and extent which bids fair to make it one of the most important we have.

When we add to the foregoing the fact that never in the history of Canada has there been anything like the present boom in the iron and steel industry, it becomes apparent that these several new and potent factors will hereafter have to be taken into account when making any forecast as to the Canadian trade outlook.

Looking over the entire field, therefore, we are strongly of the opinion that the fall trade of 1900 will be fully as prosperous as that of last year, for although the harvest may have fallen somewhat short this shrinkage in our national income will, we think, be more than counterbalanced by the gain to the country from the other new and fast developing industries.

Of course trade conditions are bound to vary according to locality, but taking Canada as a whole the above forecast will we think be found tolerably correct. That this feeling is shared by the manufacturers and wholesalers of this country may be gathered from the preparations they have already made for the fall business. They have shown their faith in the country and its prospects in a very practical way, viz, by laying in large stocks of seasonable goods which they feel warranted in assuming that the country will consume and pay for before the year is out.

Our advice to our retail friends is (unless local conditions are adverse) to lay in plenty of stock. See that it is up-to-date and well assorted, and we have no doubt that they will reap the full benefit of their enterprise and foresight.

OUR TWENTY-SECOND YEAR.

WITH this issue THE TRADER enters upon its twenty-second year of publication.

While this does not seem a long time if viewed from the retrospective standpoint, it is nevertheless a considerable period whether looked at in relation to one's life or one's business.

Looked at from a national standpoint, the past twenty-one years have been eventful ones in Canadian history, and our country has made giant strides in every department of its commerce.

During that period it has been linked with bonds of steel from the Atlantic to the Pacific; its canal system, the greatest in the world, has been practically brought to completion; its older settled portions have been covered by a network of railways until every place of importance can be reached in a Pullman car. It has seen the introduction of a policy of protection to home industries that has doubled and trebled the number and capacity of our factories and made Canada one of the most prosperous countries on the face of the globe. It has seen the opening up of our vast prairie lands of Manitoba and the North-West Territorities; lands so fertile and vast in area as to be capable of furnishing food for hundreds of millions of people.

It has seen the discovery and development of our great mineral recources, indicating a potentiality of national wealth beyond the dreams of avarice.

It has seen the national spirit of our people developed and broadened, until they have voluntarily given of their bravest

and their best to uphold the honor of the flag and the integrity of the Empire amongst the kopjes and veldts of South Africa.

All this has been done quietly and unostentatiously, and to-day Canada is a country to be reckoned with instead of a lot of isolated colonies without mutual interests or cohesion of any kind.

During this period, the commercial life of our people has undergone many and very important changes. From being almost exclusively importers of manufactured goods, we have ourselves become manufacturers, and to-day in a great many important lines we are able not only to supply our own wants, but to export to foreign countries. This diversity of employment has greatly benefited the agricultural community generally as well as the manufacturing element, and the country has now begun to recognize that what is the concern of one is the concern of all, and that no industry is really independent of every other industry.

The jewelry trade, like all others, has seen some strange mutations during this period. The majority of the leading jewelry houses of a quarter of a century ago have passed away, some by death, a few have retired to enjoy a well earned competence, and many have been closed up by the sheriff. Whatever has been the cause, however, the vast majority of them have gone, and their places have been taken by younger and more agressive houses, all of which are known to our readers.

The character of the goods has also changed as well as the houses that sold them.

Jewelry, watch cases, sterling silver, and silver plated ware were mostly imported from other countries when THE TRADER was founded; to-day the bulk of these goods are manufactured in Canada equal in quality and as low in price as similar goods manufactured elsewhere.

In no line of business has there been more progress in regard to the beauty of the stores and their fittings and the general elegance and size of their stocks, than in the jewelry trade. That this advance has not been confined exclusively to our few large cities may be proved by any traveller who cares to examine the matter, and who will find really elegant and up-to-date jewelry stores in every Canadian town and village of any commercial importance, many of them being in our opinion quite good enough for our three largest cities.

Perhaps nothing in the jewelry trade will better illustrate its growth and the changed conditions in this country than the development of the diamond business. Twenty one years ago the sale of diamonds in Canada was conducted by a very few of the leading retail jewelry houses, and was confined mainly to small and often very inferior stones. To-day diamond jewelry has a well recognized place in the stock of every live retail jeweler throughout the country, while the average diamonds sold are of fairly high quality, and often both high in quality and price.

These changes, although gradual, have been marked, and any one who will take the trouble to look over the fyles of THE TRADER since its initial number, will have but little trouble in recognizing the various small advances from time to time, which in the aggregate have revolutionized the trade and brought it into its present position.

THE TRADER has aimed not only to be a faithful and impartial chronicler of passing events, but to offer sound and practical advice upon trade matters which have arisen from time to time. We have tried to make it helpful to the trade in every reasonable way, and we trust that we have in some measure succeeded in our endeavor. While we have fallen short of our ideal, it has not been owing to any lack of intention on our part, but rather to circumstances which we could not control. In spite of all these, however, we are glad to have the assurance of the great majority of our leading Canadian jewelers that THE TRADER has been helpful to them in their business and that they are well satisfied with our performance.

As to the future, we make no promises beyond this, that we shall always endeavor to make this journal progressive, and to keep it honest and impartial.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

CAN'T DO WITHOUT IT.

Editor TRADER—*Sir:*

Please address my TRADER to Pincher Creek, Alta., as I have left Lanark, Ont., and opened shop out here, and I could not live without the TRADER.

Yours sincerely,

T. W. LINDSAY.

Pincher Creek, Aug. 10th, 1900.

TRADE COURTESIES.

Editor TRADER—*Sir:*

To one who has met so many watchmakers who exhibit an intense spirit of jealously, antipathy and rivalry, and who imply that their fellow craftsmen do not know anything, and who are so ignorant in their conceit as to think they alone know their business, the experience I recently met with will prove refreshing. I was in Cleveland, Ohio, this month, and was struck with the spirit of comradeship which animates the workmen of that city. In company with Mr. M. B. Einig, the widely known expert with the Bowler & Burdick Co., I visited the establishments of Webb Co., Ball Co., and Cowell

& Hubbard Co. These are the three principal firms in Cleveland, and the workmen employed by them are of a very superior order. The Ball Co., I believe, employ the largest number of workmen, some twelve or more, each one of whom owns a rotary pivot polisher, besides slide rests, universal heads, wheelcutters, milling attachments, etc. The establishment is in fact very thoroughly fitted up with up-to-date appliances of all kinds for doing really first class work, including adjusting oven and ice box.

So much for the character of the workmen and establishments, in which I at once felt at home. Between the mechanics of the various houses there is an absence of jealously and rivalry, an exchange of ideas and views on trade subjects in an educational sense is the foremost topic; all whom I met take a live interest in their vocation, are always open to give and receive information, which is so characteristic of the student, and the evident deference for each others' knowledge was noticeable. I could not but think how much better it would be if it were that way generally. I have always found those who are the farthest advanced in their profession are the ones who meet their fellow craftsmen in a liberal and friendly spirit.

Yours, etc.,

H. R. PLAYTNER.

Toronto, Aug. 19th, 1900.

REPLY TO SOUVENIR.

Editor TRADER—*Sir:*

In answer to Souvenir I would suggest he give each customer a nice 14k. spoon set with a small brilliant say ¼k. suitably enamelled and embossed because the dear public do so appreciate anything they get for nothing. Supposing the spoon cost $25.00 wholesale and he gave away 500 I'll guarantee he would find 100 people who doubted it was solid gold and a real stone.

I am, yours truly,

NO GIFTS.

Vancouver, B.C.

ANOTHER SUGGESTION.

Editor TRADER—*Sir:*

If you think my idea would help Souvenir of Lethbridge, Alta., out of his dilemma say to him: If you are young and handsome put your photograph into a neat little frame. If you are old and bad looking give the frame alone without the homely part. If this does not suit I have another.

Waterloo, Que. FELLOW CRAFTSMAN.

NOT NOW CONNECTED WITH IT.

Editor TRADER—*Sir:*

Will you kindly give me space in your columns to state that I am neither directly nor indirectly connected with the *Canadian Optician*. I receive so many communications from students who seem to think that I still have some connection with it that I feel compelled to seek this method of putting them and others who may think similarly, right.

I sold out my interest over a year ago, since which time the *Canadian Optician* has been conducted by the present proprietors.

Yours truly,

W. E. HAMILL, M.D.

HE SUPPORTS THE NEW IDEA.

Editor TRADER—*Sir:*

Enclosed find clipping taken from *Kingston Whig* which agrees with the article written under the heading of "A New Idea." I ask a favor of you to send me the names of all the jewelers on your list east of Toronto, in Ontario, and I will send out a petition with names of jewelers enclosed, and it can be forwarded from town to town. If this is done throughout Canada and the petition handed into the House it will no doubt put an end to this trouble and throw the jewelry trade back into its legitimate channel.

Gananoque, Aug. 16, 1900. W. E. W.

The extract referred to above reads as follows: "Yesterday afternoon a Kingston township farmer visited a local jeweler and presented a "gold" watch and two pairs of "gold" rimmed spectacles and asked if the jeweler could guarantee that they were gold. The watch would be dear at $2 and the eye-glasses at 25c. a pair, and the farmer was told so. Whereupon the farmer said he had bought them from a peddler, who guaranteed them to be gold; he had filed them and found the metal "the same color all the way through." He paid $16 for the articles and the glasses had been guaranteed to remove cataracts from the eye; that was the reason he, the farmer, was wearing two pairs. If the farmer had stopped to consider, he would have seen that a gold watch and two pairs of gold rimmed spectacles could not be bought for $16."

ENQUIRY ABOUT AN ELECTRIC CLOCK.

Editor TRADER—*Sir:*

I find a great many helpful suggestions in the TRADER.

I am in somewhat of a difficulty and come to you for help. If possible would like to get it in September number of the TRADER.

I want to put up, or rather make entirely, an electric clock for the outside of my store to be run by my regulator, which is a No. 57 Waterbury weight time, 80 beats to the minute.

1 Can you kindly give me the information needed, with illustration, showing how to construct the outside clock. I was thinking of making it from two to three feet in diameter.

2 How I am to make the connections with my regulator.

3 What kind of battery should I use and how many cells would be needed, and the sizes of wire.

4 Can you tell me where I can buy illuminous paint to paint the dial, as it is a difficult matter to light one up in these country places.

5 Would also like to know if it is at all possible where

Our Trade Mark

Wherever it appears on Gold, Silver or Rolled Plate, is a warrant that the quality is exactly as stamped and that the goods are guaranteed to give good satisfaction. None can give a better guarantee, no HALL MARK can give greater security. When you buy our make you are sure you have the best.



A BIT OF HISTORY.

We began as jewelry manufacturers in 1886 with a modern equipment. We have constantly kept pace with the march of improvement, continually adding new improved machinery when it could be had, and we doubt that if to-day the efficiency of our plant is excelled by any in Canada.

Quality has always been a more important consideration with us than price. We cannot always furnish goods of the highest quality at the same price that others sell inferior goods, yet at times we crowd them pretty close and sometimes beat them. In all cases we sell first-class goods as low as we can afford to, and if it is second-class goods you want it is hardly worth while to send the order our way. At the beginning we announced that we would not accept orders for goods to be stamped higher than actual quality. We took this stand from a conviction that it was right and we have had the grit to stand by it.

Results have proven our judgment and policy to be correct. Our business has continually increased from year to year, and again and again we have been compelled to enlarge our factory.

Our specialties in Ribbon Guards, Heart Charms, Bangle Pins, etc., are known to every jeweler in Canada. We give particular attention to Medals and Rings and manufacture anything in jewelry to order.

We would call your special attention to our Engraving Department. We have the best facilities for the finest inscription and monogram work and all kinds of fine engraving.

ENAMELLING, GOLD PLATING, JEWELRY AND WATCH REPAIRING.
ALL KINDS OF JEWELERS' MATERIALS AND SUPPLIES.

Geo. H. Lees & Co., - Hamilton, Ont.

JEWELRY MANUFACTURERS.



More or less OLD GOLD comes into every jeweler's hands. In no way can it be better disposed of than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



If our offer should not be satisfactory, the gold will be returned in the same condition as received, so that there is no risk of not getting full value. We pay at the rate of 4c. per K.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

GEO. H. LEES & CO.,

Gold Refiners. Hamilton, Ontario.

HEADQUARTERS FOR JEWELERS.

32 and 34 Adelaide Street West.

WHEN here during Exhibition look for the above large banner sign and don't fail to make our office your headquarters. We shall be pleased to show you through our factories, and you will see the latest and most improved machinery that we have equipped our factories with, regardless of cost, in order to have them the most modern and up-to-date Jewelry Works in Canada.

FINEST JEWELRY.

Our stock is most complete, and we are able to show you a fine assortment of Rings, Brooches, Pendants, Lockets and Scarf Pins; all new and up-to-date goods with settings of the latest American and European designs.

J. J. ZOCK & CO.

MANUFACTURERS OF

Finest Jewelry.

32 & 34
ADELAIDE ST. WEST,

TORONTO.

Repairs. Give us a trial with your repairs and you will be pleased with the result. Prompt and neat.

white transparent celluloid can be purchased and about its cost. I was thinking of placing this over the hands to protect them from the snow. I notice when it is soft and heavy it blocks up the whole face.

Any other information that you think would be helpful for the construction of such a clock will be most thankfully received. Yours,

ELECTRIC CLOCK.

Melita, Man., Aug 17th, 1900.

[If this correspondent will refer to our Editorial Notes in the July issue he will find an account of an electric clock constructed by Mr. James Trotter, jeweler, of Galt, Ont. No doubt Mr. Trotter would gladly answer any inquiries regarding it. If any other of our readers can give information regarding this matter we shall be glad to publish it.]—Ed. TRADER.

TO FORM AN OPTICAL ASSOCIATION.

Editor TRADER—*Sir*:

Permit me through the columns of your excellent journal to call the attention of Canadian Opticians to the coming meeting of the "Canadian Association of Opticians." This Association was founded three years ago with the highest aims and brightest prospects, but met with poor success owing in a large measure to the unsatisfactory condition of the jobbing trade at that time, to which an association of this kind must of necessity look for assistance and protection at the commencement of its existence. These conditions are happily changed, and the Association has the assurance of hearty support from this quarter.

Jealousies and misunderstandings among the local opticians also contributed to the result.

Those men, who were then comparative strangers have since had an opportunity of knowing each other better and the result is that they are anxious to know more of each other and also their country brethren.

The good that can be accomplished by an organization of this kind is immense—both in matters of business as well as education.

The meeting is arranged for September 4th, during the Fair, when it will be an easy matter to get away.

The place of meeting has not yet been arranged, but I will be able to furnish callers with full information.

Yours truly,

E. CULVERHOUSE.

(Ryrie Brothers).

RECENTLY Mr. Martin, eastern agent for the wholesale drug firm of Frederick Stearns & Co., Detroit, wrote to the head of the foreign department: "The King of Siam has over 400 women in his harem and all use perfume." So the firm had Wright, Kay & Co. make a handsome box with another box enclosed containing a set of solid silver perfume bottles, at a cost of $100. The gift will shortly be sent to King Khoulalongkorn's favorite wife.

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

The shirt waist for men, to be or not to be, that is the question of the hour, and gallons of ink have been wasted (no pun intended) over it already. It is said that the first woman who wore a blouse sneaked a man's shirt to make it with, and, if that were so, and it must be conceded that the evidence is very black against her, it seems a confounded cheek upon the part of her sisters to try to bar the men from sporting their own special garments. The great objection is the name, all the while it is called a shirt, pure and simple, no gentlemen will wear it in the presence of a strange lady, unless it is partly covered by a coat and vest, but call it by some high sounding title, fix it up with ruffs and fancy trimmings and things, and the girls would "run after them;" that, at least, is the opinion of our fashion editor. In the wild and woolly west some bold spirits have already defied custom and have appeared in the street and elsewhere without coats and waistcoats; but in the old world, alas, custom has proven too strong for the would-be reformer, and a bank clerk is not allowed to wear even a straw hat upon the street, but is made to continue to don his frock coat and his "black stovepipe," otherwise known as a "topper."

Apart from the shirt waist razzle dazzle, the heat has taken the stiffening out of all starch goods, including the Boer war, the latter now dragging on even to the disgust of the clean burghers, if such a thing can exist in nature. It seems to be certain that Lord Roberts, who should have been a Canadian, has treated the Dutchman too kindly, and now he ought to threaten them with disinfecting powder if they do not soon stop their nonsense. That threat would soon put an end to the guerilla business.

We are buying our ice now by the moisture it leaves on the pavement, and when we grumble the iceman threatens us with the winter. Let it come, let it come soon, let several winters come all together, for we have made up our minds in our house that we are never going to kick at a winter any more. Oh, for ice and snow and the bitter breath of the winter winds, ad. lib., so that we all could become permanent curlers!

Once upon a time there was a stout man on our street who used to curse periodically respecting the length, depth and breadth of our Montreal winters. He, alas, is now only a grease spot! Let us trust that he is happy. He was that rara avis, a mean-minded jeweler, and he has saved the expenses of a funeral.

Alonzo Alain, a clerk in the employ of Mr. Richard Hemsley, jeweler, was arraigned before the magistrate recently on a charge of stealing $75 worth of jewelry from his employer. It appears that after stealing the jewelry he gave it to a train newsboy, named George Dion, to sell for him. Both pleaded guilty to the offences charged and were remanded for sentence.

A beautiful corner-stone trowel for the church of St. Louis de Gonzague, was made recently by Mr. Richard Hemsley.

Every Jeweler

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CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

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Toronto Safe Works,

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The many friends of Mr. Wm. Sharpley, the head of the well-known jewelry firm of Messrs. Rice, Sharpley & Co, will regret to learn of his death at the comparatively early age of forty-five. He was the eldest son of Mr. R Sharpley, the founder of the firm, which is one of the oldest in the jewelry trade in Canada. Since the decease of Mr. Sharpley, senior, his two sons, Messrs. Wm. E. and Fred. Sharpley, have continued the business under the old title. Formerly the place of business was on Notre Dame Street east, more recently it was on St. James Street, west of St. Peter, but a short time ago the firm moved uptown to St. Catherine Street. The funeral took place on Monday, August 13, from the residence of deceased, 165 Mansfield Street. The funeral service was read in St. George's Church by the Rev. G. Osborne Troop, rector of St. Martin's Church, and the Rev. O. W. Howard, assistant minister of St. George's. Thence the cortege proceeded to Mount Royal Cemetery where the remains were laid in the family lot, Rev. Troop conducting the service at the grave side. The chief mourners were Mr. Fred. Sharpley, son; Mr. Robt Sharpley, nephew, and his cousins—Messrs. Thomas, Charles, Raymond and Walter Binmore. Many old friends attended to pay their last respects, including Messrs. E H. Botterell, David Miller, H. Gunod, Wm. Pringle, S. White, J. Watson, C. Ludwig, D. Horner, N. Sloves, and the employees of the firm of R. Sharpley & Sons.

Mr. G. W. Reid, representing Mr. Jas. A. Pitts in Toronto, paid a recent visit to Montreal.

Mr. J. C. Barlow, with Robbins, Appleton & Co, after spending a very enjoyable holiday on the Maine coast, has returned to business, bronzed by the sun and the sea and as fit as a Waltham watch.

Mr. W. H. Heath, who has been acting as locum tenens for Mr. Thos. McG. Robertson, during the latter's absence at Waltham, has been spending a pleasant few days in Montreal seeing the sights of the city. Mrs. Heath came on from Waltham especially to share the holiday.

Mr. Jas. A. Pitts, jobber, Temple Building, has been spending a few weeks in Montreal, after a rather extended business journey.

Her many friends will be pleased to learn that Mrs. Pitts is rapidly recovering from her long and painful illness.

Miss Tompkins, stenographer, with Messrs. Smith, Patterson & Co., is to be married to Mr. Fred. Frankemearly this present month. The wedding will be a very pretty one and largely attended.

Mr. Wm. Eaves, who has been drinking the waters at the Caledonian Springs, has returned to business much improved in health.

Mr. Wm. Birks, of the firm of Messrs. Henry Birks & Sons, jewelers, has returned to Montreal from his yearly European trip.

Messrs. Vineburg & Sons, jewelers, Montreal, have dissolved.

Messrs. A. T. Wiley & Co., crockery, etc., Montreal, have applied for a charter.

The stock of Mr. G. B. Richardson, jeweler, Granby, Que., is under seizure.

Mr. Jules Jacot, sub-inspector of the C.P R. at Quebec, was in Montreal recently and made a call upon Mr. Harmon. He has taken over the jewelry business of his brother, the late Mr. Emile Jacot, Rue St. Joseph, St. Roche, Que.

Mr. A. R. Harmon, of the American Waltham Watch Co., paid his usual monthly visit to Toronto during August.

Mr. C. H. A. Grant, of the Montreal Watch Case Co., and the M. S. Brown Co., has left for a business trip to the Pacific Coast.

Mr. B. Danford, of the Montreal Watch Case Co., has returned from his usual business journey to the Lower Provinces.

Mr. James E. Marrett, of Portland, Maine, who has large lumber interests in Canada, was a recent visitor of Mr. A. R. Harmon.

Mr. R. J. E. Scott, chief inspector of the Canadian Pacific time service, is now on the Pacific Coast in the interests of his department.

Mr. T E. Wright, resident manager in Montreal of Messrs. P. W. Ellis & Co., has returned to business after an enjoyable vacation.

In conversation with the TRADER correspondent, Mr. A. R. Harmon, of the Robbins, Appleton Co, remarked that the demand for watches continues to exceed the supply, both here and in the United States, and that with the greatest difficulty not more than a tenth of the jobbers can be supplied. The prices of watch movements too continue their upward tendency, especially for best goods, and several lines have been advanced during the past few weeks. To those acquainted with the Canadian market, continued Mr. Harmon, the demand for best goods is rather surprising, and these are at present the goods it is most difficult to supply the market with.

Mr. E. C. Fitch, president of the American Waltham Watch Co., accompanied by his youngest son, Messrs. A. K. Sloane, Hard and Carroll, passed through Montreal recently upon his return from his Labrador fishing grounds, where the party had the most enjoyable sport. Mr. Fitch returned in the very best of health and spirits and as brown as a berry.

Mr. and Mrs. J. H. Birks, of Messrs. Henry Birks & Sons, are occupying Mr. Harmon's cottage at Prout's Neck, Maine, for the remainder of the season.

Among the travellers recently in Montreal were Mr. R. J. Abbs, of the Goldsmiths Stock Co; Mr. S. C. Eppenstein, of the Illinois Watch Case Co., Elgin, Ill., and Mr. Sherry, of the Fahys Watch Case Co.

HOCHELAGA.

A PECULIAR CANE.—Meriden, Conn., Aug. 15.—George M. Curtis, assistant treasurer of the International Silver Co., has received a souvenir cane made by a convict in the Colorado State Prison at Canon City, which was sent him by the maker. It is artistically designed, showing that much time and labor must have been devoted in completing the staff. The convict is F. Avery, and he sent an explanatory letter, in which he said he made the cane out of Roger Bros'. paper boxes, used for packing their "1847."

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Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

E. T., Ont.—"Why does an object move with the motion of the hand, when looking through a concave lens and in the opposite direction with a convex lense?"

Paraliel rays of light when passing through a prism, convex or concave lens or any of their combinations, are always refracted towards the thickest part of the lens. With a prism, this would be the base, a convex lens the centre, and the concave lens, the outer portion of the lens.

Suppose we have an eye looking directly ahead at some object. There is a small picture of the object on the yellow spot in the eye. Whilst looking at the object we may also notice other objects in any direction. Objects which are located above, are pictured below the yellow spot. This rule applies equally as well to objects located on the right or on the left of direct vision.

Let us now take a convex spherical lens and look through it at a door-knob, say about a quarter of an inch below the centre of the lens. The knob will apparently be moved downward or toward the thinnest part, and so to that part of the retina lying above the centre of vision. This upper portion of the retina which always sees the lower object will when stimulated by light, give one the impression that the object is below the point of direct vision. If the eye is kept perfectly still, it will not be looking at the knob but above it. By moving the lens downward so that the thickest portion is below the pupil or line of vision, the knob will apparently move upward because when moving the lens, the light from the knob will pass from the upper to the lower portion of the retina, and when it is below the macula, the knob will be apparently located above where it formerly was.

If we look at the knob through a concave spherical lens, and move it up and down, the knob will apparently move with the motion of the lens, because when the centre of the lens, which is the thinnest part, is above the line of vision, the thickest part of the lens is below it, and therefore the light is refracted to that portion of the retina. When the centre of the lens is below the visual line, the thickest part of the lens is above it, thus refracting the picture of the knob to the upper portion of the eye and when mind or sense refers to the knob as being located below the line of vision, until the eye is turned in the direction of the knob. The moment we turn to look directly at the knob, the macula is moved until it receives the light coming from the knob.

Looking at the knob through a prism lens, and frequently removing the lens, gives us the impression that the knob is turned towards the apex of the prism, when in reality the illusion is because of the light after passing through the prism, being refracted towards the base and consequently towards that side of the eye.

D. S., Ont.—"How do you find the centre when the lens is combined with a prism?"

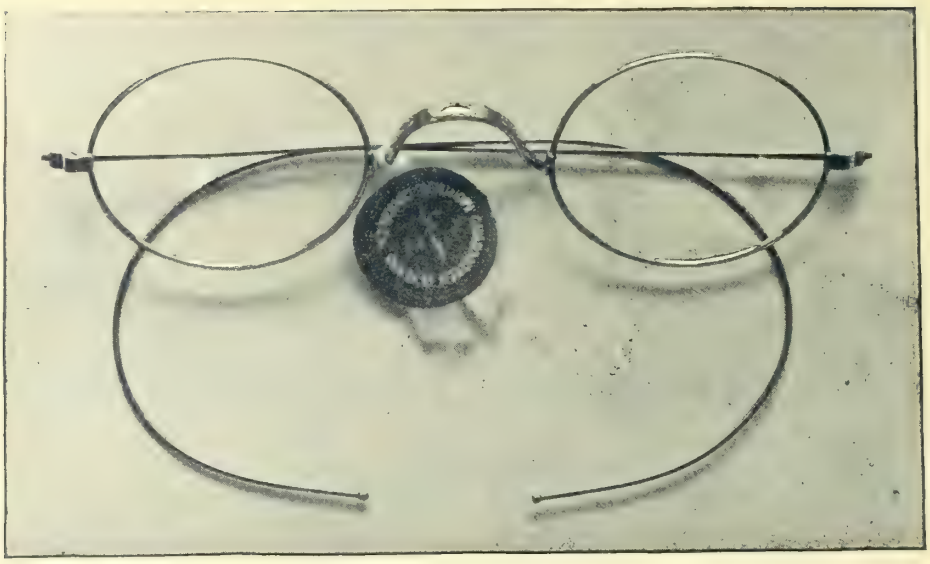
In a spherical prismatic lens, the prismatic element breaks a line which is looked at through the lens in such a way that it becomes impossible to locate the optical center of the lens by the ordinary method. In such cases it is necessary to neutralize the prism which can be easily done by one of equal strength being placed over it in such a way that the apex of one is directly over the base of the other, after which the lens is similar to a plain spherical, and its spherical center may be determined as such.

L. T., Ont. "Can you tell me the best way to tell the axis of a cylinder lens when it is combined with a spherical?"

The experienced optician who is accustomed to handling combination lenses can easily distinguish the spherical or cylindrical surface of a weak lens by means of light reflected from the surface when the lens is held at the desirable angles. If the lenses be strong he can more easily distinguish from the surface. The spherical surface is equally curved in all meridians while that of the cylinder is curved in but one meridian and plane at the meridian at right angles. The plane meridian is equal to the axis. The curveture of the surface may also be ascertained by placing a straight edge against the surface of the lens and rotating it over the lens.

OPTICAL REPAIRS.

Should the eye wire be broken it is a much more difficult matter to repair it if broken near the joint. The joint can be cut and the eye-wire cleaned, then rivet the joint on again and solder. The eye being now smaller it will be necessary to stretch; this can be done by putting a steel plate in, holding it by the joint with the nippers, and then heating the centre of the eye-wire to a red heat, and stretching it to the size required. Care should be taken, however, to rivet the joint on at right angles to the side of the eye, otherwise the joint, when finished, will be untrue, and throw the side out, and no amount of bending will set it right. If the eye is broken in the middle it will require an entire new piece of eye-wire, which will have to be riveted and soldered both to the nose and joint; this, however, will be, I fear, rather beyond the ordinary jeweler. Should a frame be rusty, and require re-coloring straw or blue, or re-nickling, it will necessitate the frame being thoroughly cleaned; in this case it is better to take the frame to pieces, and finish the sides and front separately. To do this it is necessary to fill up the front with a very fine half-round superfine smooth file, preferably an old one. It is as well to have several pairs of oval steel plates with a hole in the centre of each, of various sizes, so as to fit any ordinary frame. Fit a pair in the front instead of the glasses, then file up, and burnish the eyes and nose in a pair of wooden clamps fixed in the leg vise; then finish off the front and the back of the spectacle front by passing two pins



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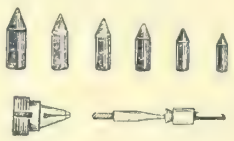
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with heads to them through the plates. Underneath the plates a small wooden block should be placed, to raise it from the surface of the jaws of the vise, and the vise then keeps the pins in tight, and prevents the front from shifting whilst being filed up. The joints can be filed up, and the flats of the joints stoned up afterwards on a hardwood block; the sides can be stoned up on a boxwood block pinched in the vise. They can be held firmly by fastening them by their countersinks in a pair of hand vises. Care should be taken to remove every speck of rust, otherwise they will re-color very indifferently; while before coloring it is as well to brush the frame out thoroughly with a small brush and lime to kill and remove any grease which may be on the frame. Sometimes a good deal of oil or grease gets in the joints or groove of the eye-wire, and if not removed it will boil out, and the color be spoiled. If the frames have to be re-nickled it will be necessary to clean them quite as carefully, taking care to put a high polish on them before sending them to be nickel-plated and polished. In the case of steel folder repairs, if the eye gets broken near the joint it can be repaired in a similar manner, and after being cleaned can be left bright. Such parts as bridges, placquets and screws can be purchased ready finished from any wholesale house at a very small cost. If the corks or shell-pieces are missing they can be replaced. The cork-pieces and shell-pieces can be bought, and filed down to the required size, and then rivited it. In fitting bridges care should be taken to see that they are the proper length and shape, otherwise, when closed, the eyes will not cover each other properly; and if an easy fit is required by your customer, it is as well to see that the spring is well rounded in the centre—a flabby, bent bridge is always very stiff, and only fit for people with very thin noses. Care should also be taken in fitting placquets that they should lie at the proper angle, so that when worn they press easily down the whole of the bearing parts on the wearer's nose. With regard to new pins, they will have to be made by filing down a piece of No. 15 steel wire, and tapping the end of it. The head of the pin can be half cut through, so that after screwing it into the folder the wire will easily break off, and can be finished with a smooth file and an emery stick. In the case of tortoise shell, vulcanite or celluloid folders, it is better to send them to the makers to repair them, as it is too long a job, and the cost of the material would be as much as the article itself. Nearly all the shell folders now in use are made of stretched shell and to stretch the shell necessary for a new half to a folder would be much too long and troublesome a job; whilst, if cut out of the solid, it is very costly. In matching spherical glasses or pebbles, it will be necessary to find out the sight required by neutralizing the perfect lens by your lenses in your test case. Where this is not available, in the case of a curve lens, you can find our the focus by means of a light and a rule, moving the lens along the rule towards the light until you get a perfect inverted image of the light on the wall—the number of inches from the surface of the lens to the image on the wall is the focal length of the lens. The concave lenses can be matched (if an oculist's box is not available) by trying others against it. By closing one eye and looking at some distant object through the two lenses at the same time, you can find the correct number when you find that the object you are looking for appears of the same size exactly through either lens. It can then be shakened down to a size a trifle larger than the eye, so that the joints do not meet by about the eighth of an inch, and then ground to its proper size by means of a grindstone, taking care to keep turning the lens round whilst grinding it; and then reverse it and grind the other edge so as to take all the chips out, and continue to grind it till it fits the eye. The grindstone should be of a smooth cut, running in a trough of water in the case of glasses; but in the case of pebbles it is better to have a coarse-grain grindstone, otherwise it will take a long time to fit, on account of the extreme hardness of the pebble.—*The Watchmaker, Jeweler and Silversmith.*

DOES OR DOES NOT CORNEAL ASTIGMATISM INCREASE?

It is claimed by some that corneal astigmatism increases; whether it is so or not, I do not know, but my belief is that after maturity it does not; this, however, is simply a personal opinion and differs from what a great many maintain. The form of astigmatism can vary at any period during life by a change in the curvature of the crystalline lens, and this change might have the effect of making the apparent astigmatism increase or decrease. Thus suppose the horizontal meridian of the cornea has two diopters less refractive powers than the vertical meridian, this might be compensated for by greater accomodation in the horizontal than in the vertical meridian, so that the crystalline lens becomes of more power in the horizontal than in the vertical meridian and so tends to equalize, more or less fully, the unequal refractive power of the cornea. In the course of time the unequal accommadative effort might vary, so that more or less of the difference between the principal meridians of the cornea is compensated for than formerly, and the apparent astigmatism is thus changed. Variation in the degree of apparent astigmatism might occur, not only from year to year or month to month, but from day to day or minute to minute. Astigmatism of the crystalline lens caused by unequal contraction of the ciliary muscle is termed dynamic lenticular astigmatism. No particular direct harm is done by the wearing of + lenses if an astigmat can see fairly well with them, but the negative harm results in as much as he is not given the proper corrective lenses and so cannot see as well or as comfortably as he should.—*Exchange.*

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specialty in law or medicine. We have the patent lawyer, the criminal lawyer, the railroad lawyer, and many other specialties in law, together with the specialist in brain troubles, nervous diseases, women's diseases, etc, all of which are distinct specialties in which an ordinary lifetime is hardly long enough to master.

This is an age of specialism, and the refracting optician has a speciality in which he can devote his time and energies to an unlimited extent. The successful practitioner of the future must have a thorough knowledge of the elementary principles of anatomy, physiology, neurology, psychology, physics and mathematics; he must also understand the fundamental laws of refraction, and the relation between the eyes and the rest of the human anatomy through the nervous system.

He must be able to estimate errors of refraction positively and be able to diagnose the abnormal conditions of the eyes from the normal; he must understand the therapeutic effect of lenses and be able to estimate the amount of nervous energy expended in an uncorrected error of refraction. He must base his deductions upon investigation by the most approved objective and subjective methods. He must ask questions and solve answers. He must listen patiently to what a person tells him of their ills, and consider them, as many times his course must to a large extent be governed by them.

The progressive and up-to-date refracting optician must not be a hero worshipper, nor addicted to old theories to the extent of allowing his mind to become too tenacious in its hold upon formulated opinions. He must learn to discriminate and to acquire additional knowledge by his own researches. He must not become discouraged because he has so much to learn, nor become egotistical over the little that he does know.

He must not think that there is no value in an ism, nor that all isms are valuable. It is easier to say that a thing is black than to discriminate the particular shade of blue, green or brown to which it really belongs. It is easier to say that an idea is worthless than to investigate and modify your opinion. in the work of the refracting optician methods must be employed that give results accurately and quickly, for the reason that many times all of your business is crowded into a small portion of the day, and in order to be successful it is necessary to work with rapidity.

In order to make a success of your profession you must be master of it, and be able to inspire confidence in your ability, for the reason that many persons with whom you come in contact are rather skeptical, and will sometimes tell you that a sick physician is one of the worst scared men in the world. The practice of optometry as compared with the practice of medicine is an exact science. You can easily demonstrate that the function of a lense is to regulate light, and that your deductions are largely mathematical calculations. You can assure a person that the muscles of the eyes are using more than their pro rata share of nervous energy, which necessarily causes nervous derangement.

As 80 per cent. of eye cases are refraction cases, and are cured of their complaints by correcting refractive errors, the refracting optician is ample, and he has little time to devote to other investigations.

His researches and practice are confined to the attic and dynamic refraction of the eyes, and in no sense does he enter the province of medicine. A medical diploma is no proof that its holder is competent to practice optometry, and the statement is made that 90 per cent. of the alleged occulists now practising in this country, on the strength of a general medical education, are doing so in absolute ignorance of the laws or refraction, and of every accurate system of measuring the defects of the eyes.

Be that as it may, it is not my intention to point out the inabilities of any class of practitioners. As regards the relations between the refracting optician and the medical man, their interests are to a great extent mutual, and the sooner both realize that fact the better for all concerned.

A medical education is not necessary in order to successfully practice optometry but a knowledge of the refractive condition of the eyes is necessary in order to treat successfully the cases that came to the general practitioner for relief. It has been my experience, and I think every refracting optician has the same cases, to have persons say that they have been treated for every organ in their body in order to cure headache, and as a last resort the suggestion is made that perhaps it is their eyes. On the other hand, the man who thoroughly understands the practice of optometry can state positively as to whether there is a condition of the eyes existing that would cause headache.

As regards the idea of building a Chinese wall around the practice of optometry, in my opinion, it is unnecessary and foolish; every business and every profession has its scum, and the law is, has been and ever will be, the survival of the fittest.

The conditions at all times are changing, and the man who keeps a little ahead, or abreast of the times, will be the man who meets with the greatest success, be it in the practice of optometry or any other profession.—*Read before Rochester Optical Club by B. B. Clark.*

THE AMERICAN OPTICAL CONVENTION AT DETROIT.

Editor TRADER *Sir*.

As one of the opticians who attended the National Association of Opticians held in Detroit, August 15, 16, 17, I wish to occupy some of your valuable space in giving your readers some of the particulars of the meeting.

The National Association is to-day recognized as the head of all associations in the United States, and this fact will become more evident every year, for, although not at present legally so, it will, I think, soon be, for, at the meeting just held changes in By-laws were made so that such a condition might be now easily attained. I think, personally, this is the right idea and feel it is upon the same lines that we in Canada should build up our own association. Of course, this could not be done at first, but as each province organized it could fall into line and become more co-operative. The benefit of such an annual meeting is, I feel, invaluable.

In the exhibition rooms is an aggregation of instruments, accessories, etc., in abundance, with attendants in charge who are only too glad to give any information regarding them.



YOUNG MEN! AROUSE YOURSELVES!

Some 50 situations among the best in Canada are open for our students at the present time. We cannot fill them, as the demand has been such that the supply is exhausted for the present.

LOOK AHEAD! DO YOU WANT A GOOD POSITION?

Then you must fit yourself for it. The cheapest, most rapid and certain way of doing so is by attending this school which advances its students for the best positions, which stands behind every one in good standing, helping them upward and onward always.

IT IS NOW UNDERSTOOD BY EMPLOYERS

Who are inspectors on the railway time service that students who are recommended by us are the most satisfactory workmen on difficult work---such as railroad work---which carries with it the absolute requirement of accurate and intelligent workmanship, together with a general knowledge of adjusting.

AMERICANS ARE NOW ATTENDING THIS SCHOOL IN LARGE NUMBERS.

They are notably alive, practical and clever. Surely our Canadian young men do not wish to be behind? Therefore investigate and learn to appreciate what is done in your own country.

THE NEW TERM IS ABOUT TO BEGIN, and applications should be entered without delay. . . Circulars on application.

CANADIAN HOROLOGICAL INSTITUTE,

115 to 121 King St. East,

H. R. PLAYTNER,
Director.

Toronto, Ont.

Surely this alone is a valuable return for the time and money spent. One meets the best and brainiest men in the profession whose very contact does one good and makes one feel and seek for a higher plane of work which means a great deal to those who seek success and a higher professional standing. The educational factor is simply immense, and this year particularly was well catered to.

Some valuable papers were read giving ideas never seen in a Text-Book. The one lecture alone of Dr. Barnard, of New York, was, to me, the best on Light I have ever read or listened to, for it explained the Phenomena of Light so simply and well that anyone could understand it and gain something from it.

I have only one regret in connection with the meeting—that is the small Canadian rally. Only eight all told were there, one from the Lower Provinces, two from Toronto, five others from Ontario points, not enough to make much noise, but we did the best we could. We were treated like kings, the able Detroit committee having provided a pleasure programme which was very enjoyable in every respect. The privilege of going through Park, Davis & Co.'s establishment I appreciated very much, for, though they are not Optical people it was an eye opener to me. Then we had an excursion down to Belle Isle and up and down the river, the whole concluding with a banquet brim full of good things—jokes, speeches, anecdotes galore with a menu that only the Cadelac can provide and serve.

To the Detroit committee I express my thanks which, I think, voices the sentiment of Canucks one and all. Chicago is the next meeting place, when I shall go and hope to see old friends again and many new ones including more Canucks.

Thanking you, Mr. Editor, for your valuable space, I am,

Yours sincerely,

E. CULVERHOUSE.

TO REMOVE SOFT SOLDER FROM GOLD.

One of the most serious evils the repairer has to contend with is the presence of soft solder on the piece under treatment, being the imperishable record of some botch; all this must be removed or destroyed before the article can be properly repaired. Workmen generally believe that annealing and boiling out will destroy it, while, in fact, it has the very opposite effect. The heat thus applied simply aids in driving it in and amalgamating the solder with the gold. We have often tried to remove the solder after the annealing process by scraping and filing, but invariably found that it had penetrated so deeply into the gold that it would be utterly impossible to eradicate it by any such means.

One of the common methods of treating this class of solder in the workshop is to remove whatever can be gotten off with the scraper, which consists of a three square file sharpened at the point, and then to place the article for some time into strong muriatic acid. Nitric acid would answer much better, but it cannot be safely applied to articles of inferior qualities of gold, as it would act upon the alloy of which they are partly composed.

For colored gold, however, it can be used with advantage and safety. From a long practical experience in the matter of soft solder, we have arrived at the conclusion that there is no better way of treating it than that which we are about to point out. Before, however, describing our hitherto secret method of treatment, it is desirable that we should explain (for the benefit of those workmen who are constantly meeting with this kind of solder in their daily work, much to their annoyance), another system for its removal, one, we believe only practiced by few in this country, for we have never yet met with a person who knew anything about it. The solvent employed was a mixture of muriatic acid and crocus, and prepared as follows: To eight ounces of muriatic acid add one ounce of crocus, and shake it well to increase a perfect intermixing; to one ounce of this mixture add 4 ounces of hot water, place in a pipkin and keep up the heat by means of a gas flame; then introduce your soft soldered article and you will soon be satisfied with the result.

TO TAKE DOWN A WATCH.

Take the movement from the case first, then the dust band (if any), the hands and dial next, then with the glass examine all bearings; the jewels and the hand wheels in particular. It frequently occurs that a Swiss watch will apparently be in perfect order, but it occasionally stops by binding at some place, often occurring in the hand wheels. By some overdriving the hour or minute hand too tight, the outer pinion is bent or the hour wheel hub closed so tight that they bind and reduce the power and motion of the train so that it is sure to go too fast or too slow, and many times stops. By placing the key and gently turning the centre pinion a few rounds, the fault may generally be detected at once, by using the glass, and remedied by straightening the centre pinion or freeing the hour hand wheel. It also happens frequently that the second hand stem is too long, and in order to let the hour hand pass over it some drive it down so far that it rests on the jewel or plate, this either stopping the watch or interfering with its motion. The remedy for this is to cut the seconds hand stem off to proper length.

After hands, dial, and wheels are off remove the cannon pinion and centre pinion, if any; next remove balance bridge and balance; examine them carefully, as in the balance alone lies half the cause of watch ailments. Then let the mainspring down—clear down. Now with a glass examine all the wheels at rest; if the lever is free, it should fall from one banking pin to the other by slightly tipping the movement in the hand. Should all this be correct remove the top plate, being careful not to bend or break the lever pivot in doing so. After taking the watch all down and inspecting each wheel, remove the cap jewels from their settings, as it frequently happens that by the aid of the glass one or both of them will be found rough at the places where the balance staff pivots have had end shakes against them. Should this be the case, either knock them out and insert new ones, or grind them down on a diamond hone and repolish, at the same time not forgetting to repolish the ends of the balance staff, as its pivots will need some care after running on such end stones.

Jewelers' Fine Paper Boxes,
Morocco Cases, Velvet Cases,
Oak, Mahogany & Walnut Cases.

Our many customers throughout Canada from the Atlantic to the Pacific, know that buying from the manufacturer, or maker of goods, means a large **saving to the purchaser,** for it is assuredly in itself a guarantee against inferior goods and exorbitant prices.

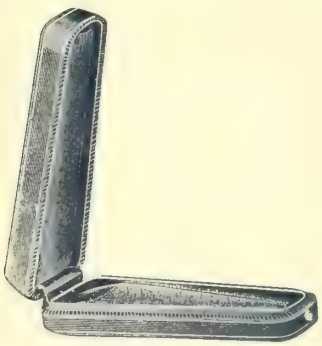
By buying from the **manufacturer direct** the customer reaps the benefit of **close prices,** and all improvements and new lines which we are constantly bringing before the jewelry trade of Canada.

Our goods are made in their entirety in our own Factory, under our own personal observation, and we aim to please and benefit all our customers.



Cabinet—No. 5.

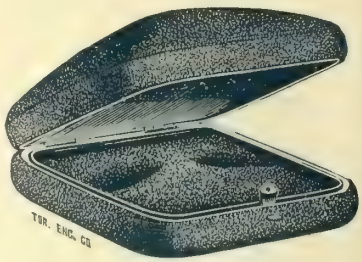
Our Representatives have started on their midsummer trip. We have exceptional facilities for making and filling special orders and all such will have our prompt attention.



Scarf Pin No. 45.



Ring Tray—No. 331.



Velvet Brooch—No. 65.

When you require Jewelers' Boxes of any sort, Trays, Jewelers' Cotton, Twine, Paper Bags, Rubber Bands, Tags, etc.,

Order from . . .

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - - TORONTO.

Our MR. W. W. COLE has started on his trip through New Brunswick, Nova Scotia and Prince Edward Island.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(*Continued.*)

FOR EXAMPLES.

Dear Madam,—Some time ago I had the privilege of showing you silverware, but was unable to satisfy you in matter of price. Since then I have ordered quite extensively and have just received notice of the shipment of goods. In order to make room for them I have made some big reductions on many articles of my present stock. If you are still interested in silverware it will pay you to call.

Dear Sir,—Some time ago you were considering the purchase of a diamond. If you still think of so doing, I can afford you an opportunity of purchasing at a right price, and at the same time present a larger assortment from which to select, than could be hoped for at any ordinary dealers.

On ———day of next week, Mr. Blank of the firm of Blank & Co., one of the largest importers of precious stones, is expected to call on me. He will at my request show you his diamonds. I should be very glad to handle the sale for a small commission.

If you think favorably of this let me hear from you.

Dear Madam,—We have just received quite a collection of bric-a-brac including cut glass, the product of the famous firm of Dash & Dash, and porcelain of such makers, etc. Some pieces are of extraordinary beauty. There are no duplicates nor will there be. These articles have just been unpacked, and have not as yet been publicly displayed. If you would favor us with a call you would have the entire stock to select from, and you can rest assured that whatever designs you select will not be found elsewhere.

These examples might be continued indefinitely.

Opportunities are cropping up in every business where letters can be used to great advantage. It is rather a question of having the time and inclination to write them than the opportunity.

It not unfrequently happens that notes similar to some of those I have already given could be advantageously addressed to the public. Under the circumstance similar letters with slight changes could be very advantageously used in newspaper advertisements or in circulars.

From letter writing, like all other advertising, immediate results must not always be expected, nor must every letter that does not bring immediate results be considered as wasted.

Letter writing shows a courteous consideration of your customers, consequently is bound to yield advantages, but again, like all other advertising, letter writing must be systematically followed out.

(To be continued.)

Eye Strain Belies Character.



Defective sight produces unnatural expression. Perpetual frowns caused by an effort to see better often belie character. We are experts in fitting glasses that make facial distortions unnecessary.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 55.



Satisfaction Guaranteed

Our guarantee means something.

We are not here to-day and away to-morrow; you know just where to find us.

Comfortable vision or your money back. No guess work.

Accurate, scientific measurements and tests. Difficult cases a specialty.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 56.

Why Glasses are Worn.



For a long time glasses were used only to assist in reading or near work, but with increased knowledge of the eye, we are able to adjust glasses to improve the sight, thereby curing chronic headaches, neuralgia and many nervous afflictions caused by eyestrain.

The thousands who wear properly adjusted glasses are the living testimonies to the truth of it.

Examination free.

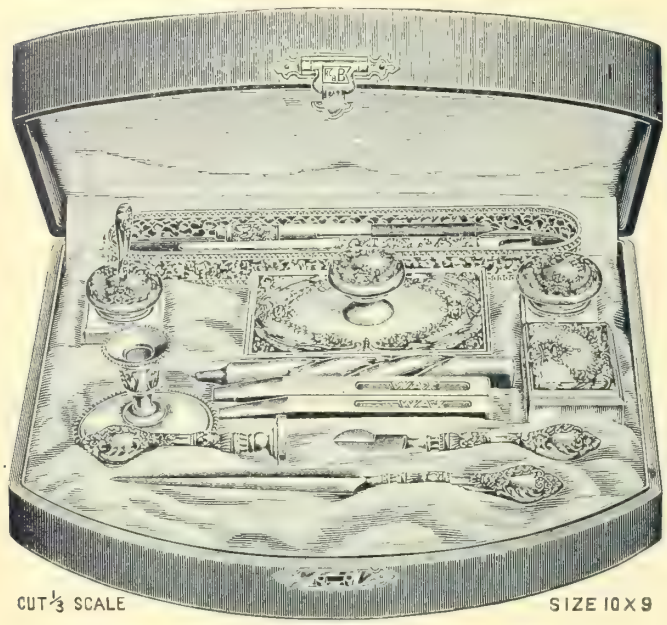
JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 57.

F&B TRADE MARK REGISTERED

Your Stock Needs a Tonic

F&B TRADE MARK REGISTERED

If so, write us, or ask our salesmen to call and show you goods that will act like a tonic.



No. 263.

An example of our American Beauty Desk Set. Eleven pieces in fine Leatherette Case.

Six days of each week we devote all of our energies to the improvement of our production, wherever possible. Beautiful patterns, well made and finished, is our hobby.

One of our departments is devoted entirely to our lines of Rolled Gold Plate **Chains, Lockets, Bracelets, Pins, Brooches, Hair Chain Mountings** and our regular jewelry line. Another department is devoted entirely to our **Sterling Silver** line. The result is two lines of goods that are of better quality and finish than any others on the market, and we can lay them down on your counter duty paid cheaper than any other house in the country.

Send for our new Sterling Silver Catalogue.

THEODORE W. FOSTER & BRO. CO.,

Manufacturing Jewelers and Silversmiths,

100 Richmond St., PROVIDENCE, R.I.

Our Canadian Representative,

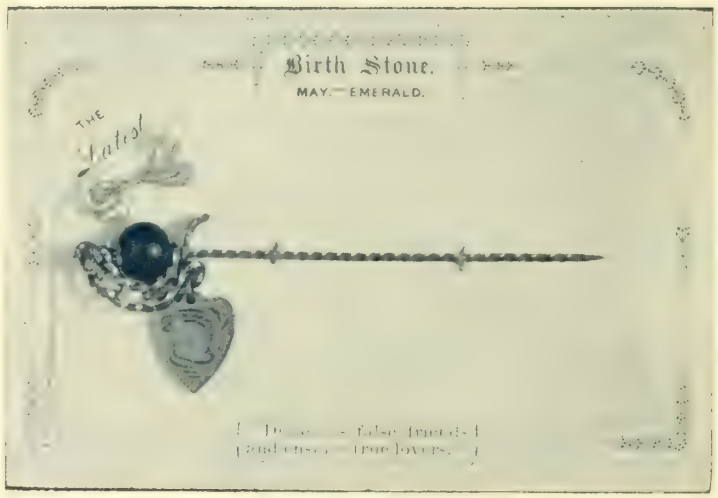
MR. GEO. E. SMITH,

350 KING ST. . . . KINGSTON, ONT.

BIRTH STONE BANGLE RING.



Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER, CARLETON PLACE, ONTARIO.



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

Enquirer writes: Some time ago I saw a recipe in your "Workshop Notes" for the prevention of tarnish on silverware. It was to paint it with collodion, or collodion and water, or something else I don't remember. Would you please tell one again through the "Enquiry Column."

Collodion diluted with alcohol is the agent; the articles are heated as hot as possible when the collodion is applied with a brush so as to cover the surface thoroughly and uniformly.

J. H. writes: Please let me know in your next issue what book on horology you would advise a young man, with about three years' experience, to obtain.

You should aim, if possible, to acquire a library of horological books, as no matter how many you may have you can always get some further knowledge from each, and as each new publication appears, if you acquaint yourself with its contents, you will be up-to-date with all the latest and best methods in vogue, which will be of great value to you The most complete and comprehensive work is Saunier's Treatise on Modern Horology. It contains about 800 pages, has a large number of beautiful copper plates delineating the theory and construction of train wheels, escapements, balances, hairsprings, etc., etc. The book commences with the first principles of watchmaking and embraces everything of importance throughout the entire range of the subject. The cost is from $12 to $15 we think, but we also think there is an American edition about $10. The other valuable books which you should have are, for instance, Grossman's Treatise on the Lever Escapement, Excelsior's Treatise on the Balance and Hairspring, Henry Abbott on American Watchmaking, Britten's Handbook, and a number of others, all of which are published by G. K. Hazlitt & Co., Chicago. Write this firm and they will send you a catalogue of their publications with description and price given for each book.

Hands writes: I have a 6 size 11ig. Elgin watch in which the hands do not move at times at all. The watch will run along all right for hours, then suddenly the hour and min te hands will stop moving, and the watch may run on for half an hour or more before the hands start again. I have examined it closely and find that the canon pinion fits well, the centre wheel is tight on pinion, the hour wheel does not bind anywhere, or the socket of the hour hand does not bind against the dial; in fact, everything, so far as I can see, is all right. Perhaps you could suggest the cause; if so, I will be greatly obliged to you.

Without having the movement before us there is only one defect we can think of, but one which is quite frequently met with in various watches, and that is the minute wheel becomes connected with the setting wheel when the winding and setting apparatus is in position to wind instead of to set the hands, when of course the watch must either stop or else the watch will go and the canon pinion will not move, because if the setting wheel gets connected with the minute wheel, as described, all the winding and setting wheels are connected at the same time, but quite often the watch will continue to run owing to the easy friction of the canon pinion on the center arbor. In the watch you refer to you will find on the under side of the setting lever a small pin which presses on a spring, having at its end a small setting wheel, and when you push the setting lever in this pin, acting on the spring, presses it down and the setting wheel with it so that the setting wheel is below and clear of the minute wheel, now if for any cause this setting wheel is not pressed down far enough it is liable to catch in the minute wheel when it should be away from it and thus cause the trouble referred to. Examine the setting lever and see if the screw which binds it to the plate is not loose or slightly unscrewed, which would allow the setting lever to raise up, when of course the spring carrying the setting wheel would also follow it. The pin on the under side of the setting lever might, from some reason or other, be a little too short and the setting wheel at all times be so close to the minute wheel as to be unsafe and liable to catch. We think that you will very likely find this to be the cause of the trouble and a careful examination will indicate the remedy.

Dead Black writes: I am making a piece of optical mechanism in brass, a portion of which I want to have dead black, the same as we see on surgical, mathematical, and optical instruments. Is there an easy and simple method of producing it which I could manage in my own workshop. I do not expect to be able to get as good an effect as an expert does, but hope to get fair results with your assistance.

Take a thimbleful of lampblack on a piece of glass, mix with it thoroughly four or five drops of gold size, so as to form a thick paste. Use as little gold size as possible, as an excess will give the coating a glossy instead of a dead finish. Add about double the volume of turpentine; mix with a camel's hair brush and apply to the surface to be coated. This method, if carefully carried out, will give a very good result.

Puzzled writes: Some time ago I wrote you asking your opinion on the cause of stopping in a watch which I had fixed and which seemed to be all in first-class condition but would not run. You enumerated the different points of examination to which I should give my attention, such as freedom of barrel on the arbor free action of the train wheels singly and collectively, condition of the escapement, draw action of the pallet jewels and escape wheel teeth, correct position of the banking pins and guard pin, tight fitting of the forks and pallets on the arbor, escape wheel tight on the pinion, correct action of the fork and table rollers, freedom of the hairspring, straight pivots, hole jewels tight in their settings and round in their holes, correct depthings and action of the dial train, to see that there was no binding anywhere after the movement was all together, mainspring of suitable strength and not binding in the barrel, etc. Well, although I had previously thoroughly examined the watch I did so again and followed your directions explicitly and found everything all right, I again cleaned the watch and it started off all right and went for a couple of weeks and then came back the same as before, viz., ticking along slowly for a moment or two and then stop. There seemed to be plenty of power as the escape teeth dropped on the pallet jewels with a good strong tick and the balance seemed free and yet there was scarcely any motion, consequently I have now done what you next told me and that was to send the watch to you if I could not find the trouble and you would see what the matter was. I must apologize for putting you to so much trouble, but as I am "dead stuck" I will be very glad for you to help me out, and will await your solution with great interest.

THE TORONTO SILVER

ELECTRO SILVER PLATE.



No. 289. $6.75 List.

BERRY DISHES.
No. 288. $7.75 List.

No. 287. $6.75 List.



No. 301. JELLY DISH (Double). $6.50 List.

No. 2470. EPERGNE. $6.75 List.

No. 300. JELLY DISH (Single). $3.00 List.

PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

STERLING SILVER.



No. 233. BUTTER.
$12.00 List.

No. 171. COFFEE SET.
Three Pieces, $92.50 List.

No. 542. BON BON.
$8.00 List.

No. 541. BON BON.
$3.50 List.

No. 25. NAPKIN RING.
$3.20 List.

TEA STRAINERS.
No. 627. $4.50 List.
No. 628. $2.00 List.

No. 540. BON BON
$5.00 List.

At the last minute we were disappointed with a cut of other illustrations of new lines in Sterling Silver that we intended using in this space, and instead draw the attention of the Trade to our newest pattern in E.P. Flatware, viz : **The "EUCLA."**



In connection with our Flatware, the quality of which we fully guarantee, please bear in mind that it is *Hand Burnished.*

While more expensive than Machine Burnishing—generally used by other manufacturers—it gives life and durability to the ware that can be obtained in no other way. This process allows more silver to remain upon the goods—and that means that they will wear longer—and also produces an unequalled lustrous finish.

Also please remember that we are

"NOT IN THE TRUST."

FACTORIES AND SALESROOMS:

KING STREET WEST, TORONTO, CANADA.

E. G. GOODERHAM, Managing Director.

NOT "ROGERS" ONLY---BUT "1847 ROGERS BROS."

"1847" is the identifying mark of the genuine—remember "1847."



"Berkshire" Pattern.

Design Patented.

SPOONS, FORKS, KNIVES, ETC.

Stamped with the Prefix "1847," followed by "Rogers Bros." as a complete trade mark, are examples of what can be produced after half a century of experience in conceiving, designing and making, by a company with ample capital to produce wares under the most favorable conditions—facilities not possessed by any other concern or individual.

The name "Rogers" is not the only desirable feature, but is secondary to the general excellence of the ware itself, which will at once create a favorable impression. "1847" goods are better, more salable and bring higher prices than ordinary "Rogers" because they are worth more—cost us more to make—they are not cheap, but good, thoroughly good.

We help the dealer to sell "1847" goods. Send for Circular No. 1052, and our latest Pocket Catalogue No. 60.

MERIDEN BRITANNIA CO., MERIDEN, CONN.

New York City: 9-11-13 Maiden Lane, 1128-1130 Broadway, and 208 Fifth Ave. CHICAGO: 195 State St.
SAN FRANCISCO: 134 Sutter St. HAMILTON, ONT., CANADA. LONDON, ENGLAND.

After seeing your movement, and making a careful examination, we are not surprised that you failed to locate the cause of stoppage, as most workmen would scarcely ever think of looking for it where it was. There is a strong practical lesson to be learned from this very experience which it will pay you and every reader of this page to make a note of, and that is to follow this system—*Always examine every part and combination of parts of a watch movement.* When we looked your watch over and noted that, as you said, there seemed to be the requisite degree of power at the end of the escape teeth, we felt pretty certain that the trouble lay somewhere between escape wheel and balance. The hairspring appeared all right, and the balance pivots seemed to fit the jewels all right, so next we took the hairspring and table roller off the balance staff for the purpose of testing the free action of the balance itself. Putting the balance and staff in place, and giving it a whirl, we immediately noticed that it *did not spin as long as it should,* notwithstanding the fact that the balance staff pivots were not binding in the jewel holes and the balance did not touch anywhere; consequently, the cause, though a peculiar and seldom met with one, was not far to seek, viz., the *balance was loose on the staff.* It was loose only in places; that is, by holding the staff firmly and turning the balance round, you would reach a point where it was *slightly* tight, and that evidently accounts for the watch running temporarily; subsequently it became loose again, and, as a result, when the impulse from the fork was communicated to the impulse pin on table roller, it did not expend itself in impelling the balance, but in causing the balance to slip around on the staff, and thus there was no motion and the watch naturally stopped. Some workmen say it is too much trouble to fully examine all watches because "they don't often need it," but it is time well spent, and time saved in the long run, because it does not take long when you systematize it to thoroughly examine each watch you fix, and it is safe to say that the time you spent trying to find the trouble with this watch was sufficient for the proper examination of at least twenty watches.

IMPORTANT SCIENTIFIC DISCOVERY.

One of the most valuable discoveries in recent years, from a scientific point of view, is that made by a Swedish professor in chemistry in Washington. He is Theodore Olan.

He has found a new element in the chemical world which will soften steel, gold, silver, aluminum and many other metals, making them as soft and ductile in the hands as a ball of putty.

The discovery was made by the merest accident, but that it will revolutionize the working of metals in many of the arts and trades is beyond question.

The new chemical agent is named tauric acid by its discoverer. This comes from tauric moss, the principal element in the new chemical, tauric moss being a peculiar lichen or fungus which grows on rocks and the roots of trees in many parts of the country. It is common to some parts of the United States, but little is known of it in chemistry.

"I spent night and day in experimenting before I had perfected this new acid, and found what it really would do," says the inventor. "A few days ago my labors were rewarded by fully developing the new agent.

"By placing gold, silver, steel, aluminum or lead in this acid, I found they became soft as dough, so that they might be worked with the hand into any shape or form. Although steel softens readily when placed in a vessel containing tauric acid, strange to say the acid has no effect upon iron. I am unable to explain this at present, but I shall continue my experiments until the reason for this is made clear.

"Tauric acid will be of great value to jewelers in making designs in precious metals. Designs may be moulded or beaten to the required shape without heat being used at all."

OLD AMERICAN TURQUOISES.

We know from the narrative of Bernal Diaz and the journals of the Coronado expedition that the turquois was in general use for personal adornment, and that it was most highly prized, and was an object of trade or commerce between the various tribes. It was also reported as in use at Cibola for the adornment of the portals of chiefs' houses by inlaying. Thus, the Friar Marcos de Niza, in his reconnoissance in Sonora and northward in search of the seven large cities of Cibola, was informed that he would there find the chief doorways ornamented with turquoise. On his way, he met Sonora Indians, returning from the north, who explained that they had been to Cibola to get turquoises and cow (buffalo) skins.

Turquoises were suspended from their ears and noses, and they wore belts adorned with turquoises. At one village the chief men were adorned with collars of turquoises, while others were allowed to use them in their ears and noses only. When Castenada reached Tusayan the people presented him with some turquoises. Mendoza in his letter regarding the seven cities, says: "They have turquoises in quantity." Vasquez reported the use of turquoises in worship as offerings to the gods, and he adds that generally they were poor ones. In Castenada's narrative mention is made of presents of turquoises to the devil by the inhabitants of Culiacan, and also that a certain clan of women were decorated with bracelets of fine turquoises.

In the celebrated Coronado expedition northward from Mexico to Cibola, 1540-42, the negro explorer Estevan, who went with the party, gave the good friars great trouble and anxiety by his greed in collecting turquoises and objects of value from the natives. Estevan appears to have been always ready to press on in advance, an explanation of which may probably be found in his desire to get the first pick of the gems. He was loaded with them on his arrival at the outposts of Cibola, where he was killed and his turquoises confiscated.

TRADING STAMP LAW.—Albany, N.Y., Aug. 12.—Among the laws which will go into effect on Sept. 1 is one making the issue of trading stamps illegal. The constitutionality of the law, it is said, is to be contested.

LEVY BROS. CO.,

Limited.

HAMILTON.

Have Many Pretty European Novelties to Show.

A Full and
Complete
Line
To Suit the
Most
Fastidious.

Prompt
Despatch.

. . ALL THE LATEST IN . .

American Jewelry and Novelties.

American and Swiss Watches.

Hemsley Souvenirs,
Artistic Enamelled Novelties.

Ingraham and New Haven Clocks.

Seth Thomas Regulators.

MATERIALS AND TOOLS.



UNITED STATES.

IRVING CUT GLASS CO., Inc., are a recently established concern in Honesdale, Pa., for the manufacture of American rich cut glass.

THE Western Clock Mfg. Co., La Salle, Ill., who had suspended operations for a month, owing to moving a part of the machinery into a new building, resumed work last week.

SPENGLER OPTICAL CO, of Geneva, N.Y., have been incorporated under the laws of the State of New York; capital, $1,500; directors: Dr. J. O. Spengler, V. L. Stone and F. A. Spengler, of Geneva.

CHRYSOLITES.—Honolulu, Aug. 11.—The discovery has been made here that chrysolites, just now the fashionable gems, exist in large quantities in certain parts of the larva beds of this island. Most of those found so far are too small to be of value, but some fine specimens have been discovered.

A CONFERENCE has been held by the trades committee of the Middletown Board of Trade with the officials of the Middletown Silver Co, Middletown, Conn., and a tacit agreement reached whereby the industry is retained in that town. The company made a statement of their needs to the trades committee and it made a most favorable impression.

THE Albert Walker Co. have organized at Saco, Me., for the purpose of dealing in all kinds of jewelry, ornaments and novelties and manufacturing the same, with $150,000 capital stock, of which $300 is paid in. The officers are: President, Franklin A. Bacon, Mansfield, Mass.; treasurer, Albert Walker, Providence, R.I. Certificate approved, Aug. 4, 1900.

DROWNED.—Chicago, Ill, Aug. 10.—From Mr. Wadsworth, of the Wadsworth Watch Case Co., comes word that his son, Ralph, fell from a sailboat at Charlevoix, Mich., and was drowned. The accident occurred Aug. 8. Mr. Wadsworth and his family had been at Charlevoix for two weeks on their summer outing when they met with their sad bereavement. Their son was 15 years of age and a young man of promise. The water at the place the accident took place was 75 feet deep, and at this writing the body has not been recovered.

IN THE Centre St. Police Court, Monday, Chas. Esterbrook, 27 years old, living at 6 Grove St., was up for examination before Magistrate Mayo on a charge of grand larceny. Esterbrook had been in the employ of the Seth Thomas Clock Co., 49 Maiden Lane, as a driver, and the charge was preferred by his employers, who claimed that he had appropriated 94 watches valued at between $400 and $500. The watches had been given Esterbrook to deliver to a customer two weeks ago, but never reached their destination. Esterbrook had gotten drunk and sold some, pawned some, and had been robbed of others. The prisoner admitted his guilt and was remanded to the Tombs to await the action of the Grand Jury.

IN THE Centre St. Police Court recently Jas. Blackwell, who is said to be known under many aliases, was arraigned and held to await requisition papers from Massachusetts, where he is wanted in Springfield on a charge of gold brick swindling. Police Inspector Boyle, of Springfield, claims that Blackwell, with three others, is a notorious gold brick worker, and that the prisoner had obtained over $100,000 in seven years. One of the charges against him is that he swindled a farmer named David Leonard, near Springfield, out of $4,000 by means of the usual brass brick. He is said to be wanted in Dallas, Tex., at Danville, Quebec, and a number of other places for recent crimes of this kind. Blackwell was arrested at 70 E. 105th St. by a Central Office detective.

THERE ARE no famous clocks in the United States like old "Tom" in the tower of the British House of Parliament, or that in the spire of the Cathedral at Strasburg, or the one in St. Petersburg, perhaps the most wonderful in the world. It has 95 faces and indicates the time of day at 30 different spots on the earth's surface, beside the movements of the earth and moon, the signs of the zodiac, the location of the principal planets and the date, according to the Gregorian, Greek, Moslem and Hebrew calendars. At Moscow there is a clock made for the Empress of Russia, in 1724, upon the reverse of which is a representation of the holy sepulchre. At a certain hour of the day an angel appears, rolls away the stone, an image of the Saviour steps out, and a music box plays the Easter hymns of the Russian Church.

NEW HAVEN, Conn., Aug. 17.—In the show windows of Wells & Gunde, jewelers, 788 Chapel Street, is a tea set consisting of four pieces and a tray. The pieces were all made out of one ten cent piece, melted and rolled into a tissue, and are perfectly formed. Each piece has the handles, legs, etc., that are necessary in the solid silver set. Not a crumb of the original dime was lost in the construction of this miniature tea service. The set is on one pan of the delicate diamond scales and on the other pan is a comparatively new ten cent piece. As the set was made from a piece not just from the mint or one not very much worn, the weight is exactly the same, but if a brand new dime was put on the scale in place of the dime that is there it would weigh down the tea set; and if a well worn dime of twenty years ago was put on the pan it would be found wanting. The tea set was made by one of the workmen in Wells & Gunde's store.

TRANSFER OF PLANT.—Waterbury, Conn., Aug. 9.—The rumor that the International Silver Co., owners of the factories formerly occupied by the Rogers & Hamilton Co. and Rogers & Bros., in this city, would close one of the factories permanently at an early date, was practically confirmed by President Dodd, of the company, at Meriden, to-day. When asked by a reporter regarding the rumor and the statement which had been printed, President Dodd said that it was the intention of the company to transfer the manufacturing part of the Rogers & Hamilton Co.'s plant to the factory of Rogers & Bro. President Dodd added that none of the manufacturing business would be removed from Waterbury, but that the

THE TRADER

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. II. CANTON, OHIO, SEPTEMBER, 1900. No. 1.

A PUZZLING QUESTION.

Our readers will, no doubt, be interested in the conundrum presented in the following letter:

EDITOR DUEBER HERALD.

Dear Sir:—Last week I bought a barrel of flour from my grocer. On examination I discovered that a large part of its contents was sand. I did not wish to sue him, but was anxious to get revenge. After considerable effort I induced him to buy a watch, and sold him one of those cases, of which you know I still have a few, purchased before I began to buy Dueber-Hampden watches. It was one of those cases with lead loaded springs, but I charged him the regular price. Since the sale my conscience has been troubling me, and I write to inquire whether you think that I have overreached him in seeking revenge.

Yours truly,
JOHN THE JEWELER.

DO YOU
WANT TO GET RICH
BY SELLING
COUNTERFEIT DOLLARS?
DO YOU WANT TO MAKE MONEY
BY SELLING
COUNTERFEIT WATCH CASES?
EVERY WATCH CASE WHICH IS NOT WHAT IT IS REPRESENTED ENDANGERS THE JEWELER'S REPUTATION, NO MATTER WHAT THE GUARANTEE MAY BE.
YOU CAN'T SALVE YOUR CONSCIENCE
by falling back on the manufacturer, for it is your duty to know what you are selling, and
YOU CAN'T HOLD YOUR CUSTOMERS
by pointing to a guarantee which may prove worthless, for they expect *you to know* what you are selling.
WHEN YOU SELL A
HAMPDEN WATCH
IN A DUEBER CASE
your soul and your reputation are safe, for they are always exactly as represented.

YOU CAN'T MAKE A LION OF A JACKASS
by throwing a lion's skin over his shoulders; and
YOU CAN'T MAKE A 17-JEWELLED WATCH
by adding 10 jewels to a 7-jewelled movement. What distinguishes a 17-jewelled watch from a 7-jeweled watch is not only the number of jewels; the workmanship, the finish, above all the time-keeping quality, make the difference.
HAMPDEN WATCHES SOLD AS 17-JEWELLED
have not only the requisite number of jewels, but are in every other respect what the name implies and, therefore, are fine timekeepers, upon which a jeweler can stake his reputation without violence to his conscience or danger to his business interests.

The Largest establishment on the globe for the manufacture of complete watches is the fatories of

The Dueber
Watch Case Mfg. Co.
and
Hampden Watch Co.,
At Canton, Ohio.

Nearly 5,000,000 of the incomparable Dueber-Hampden watches are in the pockets of the people.

THE
Dueber-Hampden
New 12-Size movements
are
Paragons of Watch Perfection.
"THE BEST."

"Splendid."

Pittsburgh, Pa.

My Dueber-Hampden watch has varied but a few seconds in 2 months, nor been magnetized, although carried around close to a fifteen-horse-power dynamo, two hundred and fifty volts telegraph instrument. Have tested it frequently on galvanometer. It runs splendidly.

JOS. DOLPHIN,
Western Union Telegraph Co.

"Excellent Satisfaction."

Cincinnati, O.

I have been carrying a Hampden railway movement for the past two years. Can truly say I am well pleased with it. This movement is used almost exclusively on this road, and gives excellent satisfaction.

B. Q. GASNER,
Cincinnati Southern R. R.

WILLIAM ALLEN YOUNG, Sole Wholesale Agent Dueber-Hampden Watches.
393 Richmond Street, LONDON, Ontario.

change was simply for the purpose of placing a business enterprise under one roof instead of having it under two, as at the present time.

When asked as to whether it meant the discharge of some of the hands, he said it did not, as the employees would be taken on at the other factory, where they would be required to do the work as they had been doing in the factory of Rogers & Hamilton Co. Asked as to whether the transfer of the manufacturing business from the Rogers & Hamilton factory to the other factory would eventually close up the first mentioned, he said he thought it would, unless business increased to such an extent as to make it necessary to keep open the old factory. President Dodd said the change would be made in about three months.

CLEVELAND, O., Aug. 4.—Roswell H. St. John died suddenly at his residence, 833 Case Avenue, July 27th of heart failure. Mr. St. John was a native of Ohio, having been born in Cincinnati in 1832. He was of English lineage, his ancestors coming to this country from England in 1700, just 200 years ago. While yet a boy the family moved to Springfield, O., where after receiving a Common School education, he learned the trade of watchmaker and jeweler. While thus engaged he invented and placed on the market the first foot lathe for watchmakers, known as the St. John universal chuck lathe. The instrument was well known for many years. At the breaking out of the war of the rebellion in 1861, he was appointed by the Governor one of the County Military Committee, a very responsible position at that time, and later he served as Provost Marshal for the Fourth Military District of Ohio. On the return of peace he devoted himself to business and later became interested in sewing machines as an inventor and manufacturer, and developed a number of valuable improvements in this line. As early as 1890 he became interested in the development of what is known as the St. John method of making or producing type bars. The development of this process and a machine for its execution wholly engrossed Mr. St. John's time since its conception, ten years ago, and by strange fatuity, not uncommon in the lives of such men, he was taken away at just the time when the last and best efforts of his life were about to be realized and there was promise of much satisfying reward. Only recently during the past spring, the St. John Type Bar Co., of New York, was organized with several million dollars capitalization.

Gold Quartz Nuggets.

Having collected several thousand splendid gold quartz nuggets in the Seine River District, I am prepared to sell them to the Canadian jewelry trade. All of these nuggets show free gold and are specially suitable for mounting as charms or scarf pins, and are worth from $1 to $5 each, according to shape and the amount of gold in them. I will send assortments to the trade on approbation. These are fast selling goods and jewelers can make money on them.

For further particulars address,

J. C. SCOTT, Jeweler,
FORT FRANCES, ONT.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

STERLING, Ont., has a new jewelry store, which has been opened up by Mr. H. Hadley.

ASSIGNED.—Jeweler Levi W. Hodgins, of Sarnia, Ont., last month assigned to Marshall Saunders, for the benefit of his creditors.

MR. E. CULVERHOUSE, of Ryrie Bros., Toronto, spent his fortnight's holidays on a fishing excursion, which he thoroughly enjoyed.

MR. W. H. WALLACE has removed his jewelry business from Wingham, Ont., to Dauphin, Man., where correspondence will find him.

MR. P. W. ELLIS returned last week from a fortnight's holidays up in the wilds of Muskoka, and looks brown as a berry and fit for anything.

MR. H. G. ODELL, watchmaker with Mr. J. P. Mill, the well-known Toronto jeweler, spent his holidays last month fishing up at Rice Lake, Ont.

WHEN at the Fair be sure and see the Geneva Retinoscope, "the instrument of the hour." Practical instruction given by the Cohen Brothers, Limited.

MR. FRANK T. PROCTOR, the enterprising retail jeweler, of Toronto, has again secured the right to sell jewelry at the Toronto Exhibition this year.

REMOVED.—Mr. T. W. Lindsay, jeweler, formerly of Lanark, Ont., has removed to Pincher Creek, Alberta, N.W.T., where communications should be addressed in future.

THE MONTREAL OPTICAL COMPANY continue proclaiming the merits of their 14k. filled goods. They claim they have a "good thing," and they want everybody to know it.

MR. THOS. RODEN, of Roden Bros., silversmiths, Toronto, spent a very pleasant fortnight in the country for his summer holidays and came back to the city looking stronger and heartier than ever.

MR. W. M. WILKINSON, of the A. Kent & Son Co., Ltd., Toronto, the Nestor of Canadian jewelry salesmen, spent a fortnight up in Muskoka during the past month and enjoyed the outing thoroughly.

Mr. Hyman Lazarus, of the Cohen Brothers, Limited, has returned from Old Orchard Beach, where he has been spending his vacation, and is at present hustling in the interests of his firm for fall orders.

MR. C. E. ROBINSON, of Messrs. P. W. Ellis & Co., president of the "Chimo" Club, spent a couple of weeks last month at their club house and headquarters up in Muskoka. A congenial party accompanied the president, and it is needless to say that they had a most enjoyable time, and received no end of benefit from their midsummer outing.

The Perfected American Watch.



THE VANGUARD is the highest quality 18 size WALTHAM movement. It was introduced in 1894 and immediately became the foremost watch for railroad men. It is the best 18 size movement one can buy. CRESCENT STREET, APPLETON, TRACY & CO., and RIVERSIDE 18 size. All are made in VANGUARD model. This model has many points of superiority. Important among them are the following :

FIRST. Its solidity and strength. While the frame of the ordinary movement is composed of seven parts, the VANGUARD model frame has but four parts. In this model separate pillars are dispensed with, the top plate and its support being in one piece.

SECOND. The location and protected condition of the balance wheel, which is placed farther from the mainspring than in the ordinary full plate movement and accordingly is less liable to polarization that might accrue from a slight degree of magnetism in the mainspring. The value of this improvement will be apparent when it is considered that should the balance wheel, which in a quick train watch normally vibrates 18,000 times per hour, make but ten vibrations more or ten vibrations less per hour, the watch will have gained or lost forty-eight seconds per day.

THIRD. The use of the double roller, whereby escapement friction is reduced.

FOURTH. The manner of securing the jewel pin in the impulse roller.

FIFTH. The improved tempered steel safety barrel, which secures the train of the watch against dangers otherwise likely to result from breakage of the mainspring, and also allows the use of an extra wide and long mainspring which gives the watch more than forty hours' run. This barrel may be taken out without removing the balance.

All WALTHAM railroad movements are fitted with the WALTHAM patent Breguet hairspring. This spring is hardened and tempered in form—not a flat spring merely bent into shape. IT IS NOT TO BE FOUND ON ANY OTHER MAKE OF WATCHES IN THE WORLD.

The finish of the steel parts, damaskeening of the plates, and other features of ornamentation are consistent with the excellent timekeeping qualities of these movements. Hunting are lever-setting; open face are either pendant-setting or lever-setting, as may be desired. Watch manufacturers in both America and Europe recognize the advantages of the pendant-setting watch over the lever-setting in open-face. Every high class foreign watch is pendant-setting. The convenience of a device that enables one to set the hands without opening the case is evident. Especially is this true of watches with screw front cases. In point of utility, the pendant-setting open-face watch is to the lever-setting as the low, pneumatic tire bicycle, of recent manufacture, is to the high wheel machine of former years, or as the stem-winding watch is to the key-winding. It should be born in mind, however, that this Company supplies lever-setting open-face watch movements for those who prefer them.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

Mr. W. K. McNaught, secretary-treasurer of the American Watch Case Co., Limited, of Toronto, was last month elected to the position of second vice-president of the Toronto Industrial Exhibition Association.

Messrs. M. M. Cohen, of the Cohen Brothers, Limited, "Jerry" Britton, of Henry Birks & Son, Montreal, and "Ned" Culverhouse, of Ryrie Brothers, spent two weeks camping and fishing in the Haliburton district.

Burglary.—Mr. A. Hutchison, jeweler, of Carman, Man., had his store burglarized recently. Fortunately the burglar was caught, the goods mostly recovered, and the miscreant sent to jail for three months with hard labor.

Dr. W. E. Hamill has removed his office from the Toronto Optical Parlors to his former office at 88 Yonge Street, upstairs, where he will in future conduct the classes of the Canadian College of Optics. Next class commences Sept. 5th.

We understand that Mr. Breadner, of Carleton Place, will, in the near future, close out his retail jewelry store and remove to the City of Ottawa, where he will engage exclusively in the manufacture of wire jewelry and other goods for the jewelry trade.

Fire.—A destructive fire wrought havoc in the Village of Hensall, Ont., on the 11th of August, destroying many of the principal business houses in the place. Amongst those burned out was Mr. J. C. Stoneman, jeweler, who was insured to the extent of $1,000, which will partly cover his loss.

The manufacturers of Murine take a very useful method of advertising their excellent eye remedy by giviug away free of charge electros to all applying for them. By dropping a postal card to the Cohen Brothers, Limited, you can get an attractive electro, advertising Murine, free of charge.

Dr. John S. Owen, well known to the readers of The Trader for many years past as the writer of our Optical Queries, proposes to visit Toronto during the coming exhibition. Our leading opticians will no doubt be glad to give the Doctor a hearty welcome and make his visit as agreeable as possible.

The competition at the meeting of the Ontario Rifle Association for the silver challenge cup presented by the firm of P. W. Ellis & Co. was very keen this year. The cup and first prize was won by Lieut. Dillon, and the second prize by Sergt. Ashall, the well-known Toronto watchmaker.

Advance in Movements.—The Waltham Company notified the trade last month of another advance on several lines of O, 6, 16 and 18 Size movements. The advance is so small as hardly to be noticeable, and the trade would be glad to be assured of all the movements they want even at the new figures.

Mr. L. G. Amsden, of the Cohen Brothers, Limited, has just returned from Detroit, where he has been in attendance at the annual convention of the American Association of Opticians. He also stayed off for a couple of days' fishing at Rondeau, but he absolutely refuses to confess "how many and how big."

Mr. P. W. Ellis, who has held the office of vice-president of the Canadian Manufacturers' Association has been slated by the Nominating Committee as the next president. As the nomination is tantamount to an election, The Trader offers Mr. Ellis its congratulations upon his elevation to that very high and important position.

J. J. Zock & Co. have made big preparations for the Toronto Exhibition, and they assure the trade that they will be able to show them a splendid range of the newest and most seasonable goods when they call to see them. Their new factory and offices are now completed and they give a cordial invitation to the trade to call and inspect their facilities.

A hearty and cordial invitation is extended to all visitors to Toronto during exhibition time by the Cohen Brothers, Limited, to visit their new premises. Attention will be shown to all, and as their factory is strictly up-to-date and contains many of the latest mechanical improvements, the time given to the visit will be well spent from an educational standpoint.

A Deserved Recognition.—We are pleased to note that Mr. L. G. Amsden, manager of the Cohen Bros. Co., Toronto, was elected first vice president of the National Optical Association of America at its annual meeting held at Detroit last month. This is a well-deserved honor, and we congratulate Mr. Amsden on his election to this honorable and responsible position.

New Movement.—The Waltham Watch Company last month placed upon the market a new 16 size ¾ plate movement which will be known as No. 615 movement. It has fifteen jewels in settings; exposed pallets; cut expansion balance; patent Brequet hair spring hardened and tempered in form; tempered steel safety barrel; exposed winding wheels and is listed at a very moderate price.

Saunders, Lorie & Co. ask all jewelers who visit the Toronto Exhibition to give them a friendly call and inspect their new premises. Mr. Lorie says that he has laid in a fresh supply of his celebrated imported Havana cigars, in anticipation of a large influx of visitors, and proposes to treat them well while they are his guests. The firm want the trade to make their office headquarters while in the city.

Mr. D. R. Dingwall, of Winnipeg, Man., has been appointed assistant inspector of the C.P.R. time service west of Port Arthur to the Pacific Coast. In the absence or inability of the chief inspector to cover that section of the road, Mr. Dingwall will be empowered to discharge his duties. All the time rating sheets on the entire road will in future be sent to Chief Inspector Scott, at the head office at Montreal.

The *Canadian Optician* would like to see all the opticians visiting Toronto during exhibition time as an effort will be made to bring them together to discuss the formation of a Canadian Optical Association. Mr. L. G. Amsden will be very glad to receive any information that will be useful in the matter of forming a Canadian association. If the opticians of Canada are interested in this subject now is the time to show it.

Mr. George E. Smith, Canadian representative of the Theo W. Foster & Bro. Co., of Providence, R.I., desires us to inform the Canadian jewelry trade who purpose visiting the Toronto Exhibition, that he will "hold forth" at the Rossin House during the second week of the fair, with a full line of his company's goods. It is needless to say that any Canadian jeweler is sure of a hearty welcome from Mr. Smith on such an occasion.

Mr. Thos. West, of the J. & J. Taylor Safe Works, Toronto, is at present in Europe in search of health and business. About the business there is no doubt of success, for Taylor's safes are so far ahead of anything of the kind made in Europe that the firm could easily run their whole factory on foreign trade were they disposed to go in for it. We trust that Mr. West will return to Canada fully restored to health and equal to any requirement.

A Larger Rebate.—Under date of July 31st the Hampden Watch Company of Canton, Ohio, offered for all orders received and accepted during the month of August for their Special Railway 21 jewelled 18 size movement, a rebate of $5 00 instead of $2.50 as formerly. The Hampden system of rebating seems to be pleasing the jewelry trade as it affords them a protection in price as against outsiders, which many of them seem to appreciate.

The Midsummer Course, just concluded, at the Canadian Ophthalmic College, was well attended, and a highly successful class, being composed entirely of business men, who have come to realize that the optical end of the drug and jewelry business is not to be despised. The following were in attendance:—L. Hosteller, New Hamburg; L. Willoughby, Strathroy; R. F. Dale, Harriston; A. M. Woolnough, Niagara Falls; I. McMahon, Alliston; A. Ovens, London.

Andrew & Co., of Winnipeg, Man., had on exhibition at their store last month a very handsome sterling silver trophy donated by Mr. J. G. Morgan, of the N.Y. Life Assurance Company, as the first prize at the international shooting competition, held during the Winnipeg Fair, last month. The trophy consisted of a cup of exquisite design mounted upon an ebony base, the body of the cup showing on one side the crossed flags of Great

OFTEN YOU ARE ASKED FOR SOMETHING IN
STERLING SILVER WHICH YOU HAVE NOT GOT.

CUT THIS OUT AND STICK IT UP

FOR A QUICK HANDY REFERENCE AS TO WHERE YOU CAN PROCURE AN ARTICLE ON SHORT NOTICE.

WE CARRY BY FAR THE LARGEST STOCK IN CANADA, AND ARE CONSTANTLY ADDING TO IT AND WILL BE PLEASED TO HAVE YOU SELECT FROM IT.

Atomizers, cut glass, sterling mounts.
Brushes, combs, mirrors, etc.
Berry bowls (or salad bowls), cut glass, sterling mounts.
Bon bon dishes.
Bread trays.
Butter dishes.
Butter plates.
Blotters.
Biscuit jars, cut glass and sterling mounts.
Cigar jars, cut glass and sterling mounts.
Cigarette and marmalade jars.
Claret jugs.
Cups.
Candlesticks.
Crumb trays and scrapers.
Celery trays.
Cork screws.
Coffee sets.
Cologne bottles.
Flasks, silver or cut glass.
Funnels.
Gravy boats.
Ink stands.
Jewel stands.
Knife rests.
Letter or bill fyles.
Letter holders.
Lavender salts bottles.
Loving cups.
Match safes.
Mucilage pots.
Mustard pots.
Meat dishes.
Manicure goods.
Napkin rings.
Pen wipers.
Pen racks.
Pen trays.
Puff boxes.
Prize cups.
Perfume bottles.
Peppers and salts.
Pitchers.
Punch bowls.
Razor strops.
Salve boxes.
Soap boxes.
Soap dishes.
Shaving soap boxes.
Shaving brushes.
Shaving cups.
Sugar sifters.
Sugars and creams.
Salt sets and sellers.
Smokers' sets.
Smokers' lamps.
Shoe horns.
Soup tureens.
Syrup jugs.
Tea sets.
Tete-a-tete sets.
Tea bells.
Tea caddies.
Tea strainers.
Tea balls and holders.
Taper holders.
Trays.
Vegetable dishes.
Vases.
Waiters.
Water bottles. Etc., etc.

Also Seven Patterns in Flatware, from a Salt Spoon to a Soup Ladle, carried in stock.

WM. ROGERS. 1847

TRADE MARK ON FLATWARE.

Simpson, Hall, Miller & Co.

A. J. WHIMBEY,
Manager.

50 Bay St., Toronto.

Britain and the United States enamelled in colors, and on the other side a trap shooting scene. We are sorry to learn that the winner of this trophy was from across the border, but as the best man won he deserved what he got and we congratulate him.

Mr. R. J. E. Scott, late of R. Hemsley, Montreal, has been appointed chief inspector of the entire system of the Canadian Pacific Railway from the Atlantic to the Pacific. The appointment is a first-class one in every respect and in Mr. Scott the Canadian Pacific has not only a man who knows all about the timing of railroad watches and possesses the confidence of the local inspectors, but who will enforce the regulations thoroughly and in the best interests of the Company.

The seizure at Pretoria, in the Transvaal, of a lot of state papers has brought to light the fact that President Kruger was encouraged in the course he pursued by several Members of the British Parliament, notably Mr. Labouchere and Dr. Gavin Brown Clarke. The publication of their treasonable letters should forever banish them from public life in any British country and they will doubtless be henceforth treated with the contempt they deserve wherever the English language is spoken.

Mr. Ambrose Kent, president of the Ambrose Kent & Son Co., Ltd., of Toronto, arrived home from Europe early last month, looking considerably improved for his outing. During his trip he visited the Paris Exposition and speaks in the highest terms of many of the exhibits, more particularly those connected with the jewelry business, which were particularly fine. Mr. Kent was successful in purchasing a very fine stock of diamonds, which he proposes to have mounted and placed in his stock in time for the fall and holiday trade.

The many friends of Major Hurdman, of Ottawa, now serving in South Africa with the Canadian Artillery, will be glad to learn that at last advices July 15th, he was in camp at Wonderstrom near Pretoria, and expected the command to which his guns were attached, to be engaged with the enemy almost immediately. This as subsequent advices by cable shew, they did with considerable loss to the enemy and credit to the Canadian gunners. We are glad to know that Major Hurdman so far has kept his health and escaped without a scratch.

Mr. S. Breadner, of Carleton Place, Ont., has again secured the right to sell wire jewelry in the Main Building of the Toronto Industrial Exhibition As all of the goods thus sold by Mr. Breadner are manufactured by himself, the jewelers who visit the Exhibition will find it to their advantage to look him up and see not only the kind of goods he manufactures, but how they take with the public. We think it will open the eyes of a good many of our readers to see the public pick up this class of jewelry and how popular it is.

Won the Gold Medal.—The many friends of Mr. D. J. Rowley, jeweler, of Spadina Avenue, Toronto, will be glad to learn that his son, E. J. Rowley, won the highest award (a gold medal) for photography, at the World's Fair at Paris, France. Mr. Rowley has had a very successful career in his profession, having carried off the highest award at the Toronto Industrial Exhibition on more than one occasion, and now that in open competition he has carried off the highest award in the world's competition, he should feel proud of his success. We congratulate him.

Mr. A. R. Harmon spent a week in Toronto during the early part of August on business. He was fortunate in getting through just in time to miss the hottest weather of the last half of the nineteenth century. Mr. Harmon reports business as still rushing at the Waltham factory, where they are making every possible effort to keep pace with the orders. The outlook for American movements this fall is not particularly reassuring, as all the factories over there have more orders than they can fill, and the demand in the United States alone far exceeds their output. This is an unprecedented state of affairs in a Presidential election year, but it shows two things pretty clearly, that the country is abnormally prosperous, and that the mass of the people don't expect any change of government this year.

Honors at Paris.—We are glad to learn that Messrs. Ambrose Kent & Sons Co., Limited, the well-known jewelers, of Yonge Street, Toronto, were awarded a silver medal at the Paris Exhibition for their splendid exhibit of regalia, emblems, medals, etc. This firm showed a great deal of pluck and enterprise in attempting to make an exhibit of such goods in the French capital, which is supposed to be the home and headquarters for such goods. It almost seemed like carrying coals to Newcastle, and they, therefore, deserve all the more credit for the success which has attended their enterprise.

Roden Bros'. Employees' Picnic.—On Saturday the 18th August, the employees of Roden Bros., with friends, participated in a very enjoyable picnic at Paradise Grove, Niagara-on-the-Lake. After a delightful sail on the Chicora and Corona, the party of about 150 took dinner at O'Neil's Driving to Paradise Grove, the afternoon was spent in racing, jumping and dancing, in which the unimagined ability and agility of many unknown athletes were brought into prominence. The closing event was a baseball match between the now-famous Standard Silver Company team and Roden Bros., which was decided in favor of the former by 5 to 2.

Recovered the Diamond.—The valuable diamond which Albert Werner, an apprentice in J. J. Zock & Co.'s wholesale jewelry establishment, 34 Adelaide Street West, Toronto, swallowed about a month ago and the particulars of which were given in our last month's issue, was recovered early in August at the General Hospital, where the boy had undergone treatment to have it removed. The jewel was the property of Mr. Edmund Scheuer, the Yonge Street jeweler, who had sent it to the Zock firm to be set in a ring. Young Werner returned to his work but little the worse for his experience in the diamond mining business, but it is safe to say he don't want to repeat the experiment.

The employees of Mr. R. G. McLean, printer and publisher, and president of The Trader Publishing Company, Limited, of Toronto, held their annual picnic to Long Branch on Saturday the 18th August, and had a very enjoyable outing. A splendid programme of sports was provided, all of which were well contested, and evoked great interest and enthusiasm. Refreshments of all kinds were liberally provided by Mr. and Mrs. McLean, both of whom did all in their power to make the occasion successful as well as enjoyable. In the evening dancing was indulged in by the younger members of the party, after which all returned to the city tired, but thoroughly satisfied with their annual outing.

Cohen Bros. Picnic.—On Saturday, August 11, the employees of the Cohen Bros., Limited, held their annual picnic at Long Branch. The outing, which is the first of what is intended and shall be an annual event, was indeed highly successful in every way. If one may judge from the enjoyment derived by the participants, the annual picnic will be looked forward to with pleasure. A full programme of athletic sports and aquatic events added zest to the appetites of winners and losers. Several handsome prizes were given by the firm. The committee, consisting of Misses Jordan, Bennyworth, Robinson, Evans, Kreissmann and Williams, and Messrs. A. Jacobs, G. Box, McNamara, Squires, McClure, Keevil, Draiman and Honsberger, deserve great praise for their successful management of a very pleasant affair.

The many friends of Mr. J. J. Houghton, now with Henry Birks & Sons, of Montreal, but formerly of Toronto, will learn with regret of the death of his daughter Miss Nellie Houghton, which took place very unexpectedly last month at the residence of Mr. John Mallon, 712 Dundas Street, Toronto, under very pathetic circumstances. The young lady had not been in good health, and was on her way to visit a sister at Milton. She became very much worse during the journey, and on reaching Toronto was driven to Mr. Mallon's house. Drs. McMahon and McConnell were called in, and the patient was pronounced to be suffering from blood-poisoning. In spite of every attention she rapidly sank, and died. Miss Houghton was the second daughter of Mr. Houghton, who has the heartfelt sympathy of his friends throughout the trade in this unexpected and terrible bereavement.

THE HAMPDEN WATCH COMPANY have issued a pamphlet to the Canadian trade regarding the outcome of their action against The American Waltham Watch Company and the Webster C. Ball Co. of Cleveland, Ohio. An interference suit was commenced in the United States Patent Office by the Hampden Watch Company to prevent the defendants from using the trade mark "Railway" on watches sold in the United States. This was commenced about a year ago, and during its investigation a great deal of evidence was presented regarding the origin and priority of the trade mark under dispute. According to this pamphlet the Patent Office has decided the matter in favor of the Hampden Watch Company, and given them the exclusive use to this name upon watch movements in the United States The defendant companies are allowed one month in which to appeal against this decision.

A MARVELLOUS ESCAPE.—Ernest Jupp, the nine-year-old son of ex-Mayor Jupp, the well-known jeweler of Orillia, Ont., had a marvellous escape from drowning about ten days ago. He went with a younger brother to the race track to fetch home the family cow. While there one of his duties was to pump water for the animal. In doing so a board covering the well broke, letting the lad drop to the bottom some twenty feet, where he was up to his shoulders in mud and water. Pluckily pulling himself out he slowly wormed his way to the top and was just within reach of safety when his support again gave way, and he landed once more at the bottom. Nothing daunted the little hero once more started for the top, and after a hard climb succeeded in dragging himself out of the well. In the meantime the younger lad had gone for assistance, who on arrival met the mud covered youngster making for home little the worse for his tumble.

THE South African war crawls along very slowly, having degenerated practically into a guerilla warfare. In spite of this, however, there has been considerable fighting in a small way, scattered over a very large expanse of territory, the net result of which has been the capture by General Hunter of nearly 5,000 Free State Boers under the command of General Prinsloo. At the present time of writing it looks as though the war would drag along for some little time yet, although the final collapse might come almost any day in spite of appearances to the contrary. The Boers are getting weaker every day and it must be only a question of weeks or perhaps days now, when they will be cornered and forced to surrender. Then will come the hardest job of all, the pacification of the country and the healing up of old sores. The British may, however, be credited with tact and experience enough to be able to do this effectually and with the least possible friction.

A QUIET KICK.—Canadian railroad employees appear to be particularly on the protest and kick during this hot summer weather as anyone can see by the constant rumors of strikes and other evidences of unrest. The latest rumor indicates that the trainmen employed by the two big Canadian railroads are not well pleased with an order issued recently by the authorities regarding their watches. The men some time ago were compelled to purchase high grade watches, and it is understood they must get them cleaned and regulated at a certain time by authority of the company. They claim that on the G.T.R. they are compelled to have them cleaned and regulated by a certain firm every eight months at a cost of $1.50, while on the C.P.R. the order is have it done every eight months at a cost of $2. The men don't complain about getting their watches attended to, but they do object to a law compelling them to take them to a certain individual and pay what he demands. In other words they want free trade and competition in watch cleaning.

CASTING THE BELLS.—The bells for the great City Hall clock of Toronto were cast last month at the foundry of Messrs. Gillett & Johnston, West Croyden, England, and the occasion was considered of sufficient importance to bring together quite a fashionable and distinguished audience. Speaking of the casting of the great bell the London *Daily Graphic* gives the following interesting information concerning this monster clock and its bells and says: "The bell in question is one of three which are being cast for the great clock tower of the new Municipal buildings in Toronto. The clock faces will be twenty-nine feet in diameter. The bells will strike the quarters in B flat and E flat; they will chime the hour in the octave B flat, and their weights are respectively eighteen hundredweight twenty-seven hundredweight and something over five tons, for it must be noted that the deeper the note the bigger the bell. The biggest bell of all stands complete and embossed with the names of all Toronto's aldermen and most of the members of the Municipal Council, as well as with the inscription: Victoria Regina et Imperatrice, Anno Regni LXII. In landem gloriaque Dei Est Consecrata Haec Campana."

DEATH OF MR. ALBERT J. FLINT.—Just as we go to press an Associated Press despatch from Montreal announces the death of Mr. A. J. Flint, formerly city editor of the *Montreal Witness* and for many years special Montreal correspondent of THE TRADER. Mr. Flint was well known to the jewelry trade of Montreal on account of his connection with this journal, and up to the time when illness compelled him to remove from that city he was always a regular and welcome visitor amongst them. For some time past he had been compelled to live amongst the Adirondack Mountains, and his death took place at his residence at Jay, N.Y. Mr. Flint was well-known in Toronto, having served in the Queen's Own Rifles during the Northwest rebellion, and held the rank of sergeant in the corps. He practiced law for some years at the Ontario bar, but accepted a position on the editorial staff of *The Witness* in the autumn of 1889. He soon became known as an agreeable writer, and as being accurate as to facts, securing the confidence of his employers, by whom his merits were fully recognized. An unfortunate attack of lung trouble, with consumptive symptoms, obliged him in 1896 to abandon a promising journalistic career.

READ IT.—Any of our readers who take the trouble to peruse the striking advertisement of the Canadian Horological Institute, must be impressed with the facts therein stated, that the demand for first-class journeymen watchmakers trained at this institute is so great that they are totally unable to keep pace with the demand. As Mr. Playtner states, every student who graduates from his institute has an opening waiting for him as soon as he is ready to take it, and the fact that the demand for his graduates far exceeds the supply, is proof positive that they are what the best trade has been looking for in years past. Another startling fact is that a large number of the students are Americans, who consider that the Canadian Horological Institute is the best on the continent, and consequently attend it in preference to any American Institute. This is one of the greatest compliments that could be paid to any Canadian college, and we are sure that it is well deserved by this case. In the Canadian Horological Institute, the jewelers of the Dominion have an institution that is not only doing good work for the trade, but one that they should be very proud of as it has brought credit to the Canadian trade generally as well as to its founder.

FORTY YEARS IN THE BUSINESS.—On the ninth of August Mr. Savage, the well-known retail jeweler of Guelph, Ont., celebrated the fortieth anniversary of his apprenticeship to the jewelry business. Mr. Savage was born in Guelph, and after receiving his education at the Common and Grammar Schools of that city, entered his father's store in order to learn the business of watchmaking and jewelry. Since that day forty years ago. Mr. Savage has devoted his entire time and talents to the carrying on of the jewelry business in the same stand, first as apprentice, then as salesman, then manager, and finally succeeding his father as proprietor. The name of "Savage" in connection with the jewelry and watch business has become a household word in Wellington County, and both the founder of the business and the present proprietor have made it a synonym for integrity and fair dealing. Mr. Savage comes from a line or family of watchmakers. His great grandmother, whose husband was killed in one of the French wars, worked at watchmaking. His grandfather was an English clockmaker, while his father, the late David Savage, was an English lever watch escapement maker in Clerkenwell, London, E.C., while his son, Albert, who has shown a decided talent for watchwork, is his present watch repairer.

By the death of Mr. William Sharpley, which took place last month, the city of Montreal loses one of its oldest and best known retail jewelers. Mr. Sharpley was one of the "old time" jewelers, very few of whom are now left in Canada, and had a reputation for honesty and integrity all over Canada wherever Montrealers foregather, and that is pretty well everywhere. The jewelry business carried on by the deceased and his brother, Mr. Fred Sharpley was founded by their father Mr. Rice Sharpley, and was probably the oldest in its line in Montreal. The firm has always dealt in high class goods, and during the many years they have been in business have endeavored to maintain the enviable reputation secured by its founder. Mr. William Sharpley was a singularly reserved man, and but few were intimate enough with him to know and appreciate his many loveable and admirable qualities. To those who were admitted to his personal friendship however, he was a charming companion and a sincere and trustworthy friend. In Montreal jewelry circles his death will make a gap which it will be hard to fill, and he will not soon be forgotten by those who knew him intimately. The business will be carried on by the surviving partner, Mr. Frederick Sharpley, under the same name and style as formerly.

Toronto City Hall Clock.—On the 1st August Architect Lennox received from England the model for casting of the big tower clock of the City Hall. An examination of these models gave one a tolerable idea of the size and appearance of the monster clock. The big black dial frame is twenty feet in diameter, so that the hands will be ten feet and six feet long respectively. There will be no figures on the clock, neither Roman numerals or anything else, except straight thick iron bars, where the figures are usually placed. The position of the figures being so well known, Mr. Lennox is quite sure that the thick bars of iron will mark the hours clearly enough. At such a great height, he says the figures could not be clearly made out anyway. A fancy circular pattern in ironwork is to beautify the centre of the dial. Through the openings in this pattern the clock-winder of the City Hall will be able to lean out in wintry weather to chop the encrusted ice and snow off the big iron hands. This will certainly be a cold job 250 feet about the earth on a sharp winter morning. The big clock is to be illuminated, and it will take 600 incandescent lights to make the time shine out through the night. It will cost the city $3,000 for electric mains and reflectors alone. The cost of running wires up the inside of the tower makes up the bulk of the expense. The cost of illumination will not amount to much, as the dynamos in the City Hall will attend to that all the year around. The cast-iron work for the new clock will be commenced very soon

Look Out for Them.—We learn from undoubted sources that a gang of swindlers are at present exploiting Canada and selling gullible people bogus watches at high figures; the sale generally being effected through sympathy for a traveller who is dead broke and has to pawn the watch his father presented to him in order to raise money to get home. Quite a number of people have b victimized in this way, and the tale is told so plausibly that e they are a little suspicious at the start, they are apt to acced wishes before he gets through. In order to make the c real, the affair is represented as a temporary loan of say watch, with an agreement to have the privilege of r within thirty days by paying a bonus of $5. The wat which this clever swindle is carried out is u American movement seven jewelled. The cas does the trick. The ones shown our informa and stamped "Warranted U.S. Mint Assay." being plated with 14k. gold is carefully appearance of a solid gold 14k. case. Ind is it, that several jewelers have been tak ing afterwards sold the watches to custo so doing, as the silver very quickly sh then the "fat is in the fire." The ea kind can be perpetrated should mak examine the stamps upon such good well-known and reputable manufac

As will be seen from the letter of Mr. Culverhouse in another column of this issue, the board of directors of the Canadian Association of Opticians formed a couple of years ago (but which has, unfortunately, done little or nothing so far to justify its existence), has decided to resusitate this moribund organization and breath into its nostrils the breath of life. Every optician knows and admits the benefits which would result from the formation of a good, live organization. Questions have already arisen, and will constantly arise in the future, that can only be properly dealt with by concerted action, and this can only be attained by having a properly constituted association, which will embrace every bona fide optician in the country. We have always said that it is bound to be only a matter of time when the opticians of this country, and especially of the province of Ontario, will have to fight for their professional lives, so to speak. Legislation in regard to this business is bound to come, and as a matter of fact and in the public interest, it should come and that quickly. When it does, the opticians will find the medical profession fully organized and ready to do battle with them in order to curtail their privileges all that they possibly can. In our opinion this is bound to come sooner or later, and when it does come the opticians should be ready to meet it. The only way that they can do this successfully is by organization, and in this matter, as in all others, the old saying will hold good that "the time of peace is the best time to prepare for war." We will have more to say concerning this matter in a future issue, because it is a big subject and will stand considerable ventilation; all we want to impress upon our readers at present is, that those who are interested in the optical business will act wisely in coming together and forming a strong and thoroughly representative organization which shall command the confidence and respect of the trade and be able to exert its influence for any and everything that will tend to the uplifting and elevation of the optical profession.

LITERARY NOTES.

"Unleavened Bread."—Served after a course of historical novels and war records, "Unleavened Bread" is a refreshing dessert. It is an immensely clever caricature of social life, and reflects a keenly observant mind. It will be thoroughly relished by all who have looked into society and its ways, and who know that therein all is not gold that glitters.

Robert Grant h[illegible] his characters. In this gallery hang[illegible] eks of patient toil with th[illegible] and of me[illegible] F[illegible]

to justify her in seeking a divorce, which she had little difficulty in obtaining. Without much delay she again tried matrimony, this time with Wilbur Littleton, a New York architect, brainy and accordingly more congenial; for Selma was intensely ambitious intellectually, and had a great idea of her own mental capacity. She was equally ambitious for social success, though she spent a life-time trying to stifle and conceal this longing, realizing that she was not quite socially fit. In cold-blooded fashion, she used everyone in her path as means to an end. Wilbur Littleton was ready to do much for her, but alas, he progressed too slowly in his profession, and was unwilling to sacrifice the high ideals of his art by building architectural "hotch potches" and thus make money more readily, that his wife might keep pace with Mrs. Gregory Williams, the one women who filled Selma with a fierce envy. Therefore Selma ignobly charged her husband with neglect of his duty to her, and the oft-repeated accusation in time broke his spirit. To save complications and to give this small-souled woman every chance to attain the heights, the author allowed Littleton to die; and great is the pity, for he was the fine character of the story His death left Selma free to marry the lawyer who obtained her release from bondage as Mrs. Babcock.

As Mrs. James O. Lyons, the wife of a successful politician with a senatorship as goal, Selma believed she could go no higher. She was ecstatic on the night of her husband's election when the crowd gathered about his house to cry out their congratulations. Together they stood upon the balcony, and as Selma listened to his peroration "she felt that he was speaking for them both and that he was expressing the yearning intention of her soul to attempt and perform great things. She stood gazing straight before her, with her far away, seraph look, as though she were penetrating the future even into Paradise." Robert Grant tells us nothing further of Selma; that is the last glimpse readers are given of this unusual character. The book is full of wise observations on character, and is the cleverest society study we have read. It is published by The Copp, Clark Company, Limited, Toronto.

"PHILIP WINWOOD."—By Robert Nelson Stephens. Illustrated by E. W. D. Hamilton. A sketch of the domestic history of an American captain in the War of Independence; embracing events that occurred between and during the years 1763 and 1786, in New York and London; written by his enemy in war, Herbert Russell, Lieutenant in the Loyalist Forces. Paper, 75 cents; cloth, $1 25. "Since the revolutionary ren[illegible]e do not think a more striking novel has bee[illegible]inwood.'"—*Philadelphia Item.* [illegible] first rank. It stands [illegible]edith. [illegible]re

being gone on that spot, a black place will remain. Wipe off well to remove all traces of the alkali. To replace the gilding put on, by means of liquid gum arabic, a little bronze powder of the color of the gilding. The powdered bronze is applied dry with the aid of a brush or cotton wad. When the gilding of the clock turns black or too old it may be revived by immersion in a bath of cyanide of potassium, but frequently it suffices to simply wash it with a soft brush in soap water with plenty of lather, in which a little carbonate of soda has previously been dissolved. Brush the piece in the lather, rinse in clean water and dry in pretty hot sawdust. The piece should be dried well inside and outside, as moisture will cause it to turn black.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A FIRST-CLASS jewelry business for sale in a good manufacturing town of 2,000 population. This is a well established and paying business. Large repair trade. Staple stock about $2,000, all good, clean and well bought. Only reason for selling ill health. An excellent opportunity—no opposition. Apply Neilly & Leadbetter, Aurora.

FOR SALE.—A good position for watch, clock and jewelry business in Toronto. First-class chance for any good workman to get an established trade for 600 or 800 dollars. Move quick. Can come in while exhibition is open in Toronto. Apply at the store, 1368 Queen St. West (Parkdale), Toronto, Ont.

WANTED.—One good watchmaker and one jeweler to go to British Columbia. Apply to P. W. Ellis & Co.

WANTED.—A watchmaker and optician. State full particulars in first letter. Only first class man need apply. H. C. Flach Son, St. Thomas, Ont.

[illegible]NTED.—A thorough practical watchmaker with good refer[illegible]ences. Middle-aged man preferred, for Vancouver, B.C. return to I. Merman, 130 Cordova Street, Vancouver, B.C.

[illegible]D.—Position by first-class watchmaker and graduate [illegible]n. Has had ten years' experience at the bench. A[illegible] [illegible]en as to character and ability. Address Fred. T. Ont.

A new or good second-hand show case for my following dimensions, not over 7 ft. 2 in. long; [illegible]epth, 1 ft. or thereabouts. Address R. G. B. [illegible]st, Ont.

[illegible]ver. One that has had two or three years' [illegible] watch, clock and jewelry business. One [illegible] self in same as well as optics. Must have [illegible]ing wages expected, to W. H. Wallace.

[illegible]n, with natural ability for the watch- from two to three years' experience, [illegible]ering and all ordinary clock work and [illegible]ly, honest and industrious young man [illegible]rences and state amount of wages Rickard, Lock box 94, Bowmanville,

Jewelers' Security Alliance of Canada.

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1900 FEE FOR NEW MEMBERS $2.00.

SEND IN YOUR APPLICATION AT ONCE.

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47 Adelaide Street East, TORONTO.

Silver Cream...

The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glassware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance.

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1871, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled.

C. W. COLEMAN, 10 King St. West, TORONTO.
Estimates furnished for Tower Clocks.

If you want

Every Jeweler in Canada

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Advertise in **The Trader.**

ALBERT KLEISER,

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Im. W. W. Lathes, with 10 Chucks	$21 00
V.T.F. Watch Glasses, Beaded Label, in 1-16 Genevas, per grs.	1 50
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V.T.F. Watch Glasses, Beaded Label, in 1-16 Lentilles, per grs	1 80
Imitation Half Pearls, per grs.	40
Swiss Balance Jewels, ruby and sapphire, per grs.	2 75
American Large Plate Jewels, garnet, per grs.	1 00
Dager Round Back Saws, per grs.	75
American Spade Hands, key or stem wind, per grs. pair	20
American Seconds Hands, 0, 6, 10, 18 size, per grs.	60
Balance Screw Washers, per grs.	15
Movement Screw Washers, per ¼ grs.	10
Silver Crowns, one doz. in box	75

American made Balance Staffs for Elgin, all sizes.
" " " Waltham, all sizes.
" " " Hampden, "
" " " Illinois, "
" " " Columbus, "

Also for all other makes not mentioned above.
Gray finish, per doz., 75c. Polished, per doz., $1.00.

American Made Balance Jewels for all the above.
Garnet, per doz., 50c. Sapphire, per doz., 75c.
Guaranteed to be equal in fit and finish to anything on the market. Send a trial order and if they are not as represented, return them to me.

Ruby Pins for all sizes Am. Watches, per doz., 15c.; per grs., $1.50.
Genuine Waltham A.K. Mainsprings for all sizes Waltham, per doz., 75c.
" American A.K. " " " Am. Watches, per doz., 75c.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over, and on orders for the North-west and Lower Provinces amounting to ten dollars or over.

The above prices and quality of Staffs and Jewels are only to be had by sending orders direct to my Office, **67 Yonge St., TORONTO, as I do not send out Travellers.**

THE TRADER

THE M. S. BROWN CO., LIMITED,

STREET RAILWAY CHAMBERS, MONTREAL.

Something new in Rings.

Our travellers are now showing a new line of seamless gold-filled rings, that will wear equal to solid, and are better value than the low karat, light-weight rings now being offered by some jobbers.
The line includes

Wedding Rings, Band Rings and Gypsy Rings.

Be sure you see our samples.

Watch Cases.

We are showing a new and attractive line of watch cases in Nickel, Silver, Filled and Gold, made by the Montreal Watch Case Co., which we guarantee to be equal in pattern and finish to any goods shown in Canada.

Repairs.

We are giving special attention to all kinds of repairs in jewelry for the trade only.
In watch repairs we have exceptional facilities, having both American and Swiss workmen for this purpose.
Send us your complicated repairs. We will do the work well and promptly.

The M. S. Brown Co., LIMITED, Montreal.



The guarantee stamped in every Boss case is a contract with the buyer of the case in virtue of which we voluntarily bind ourselves to give free of charge a new case of same grade in exchange for any James Boss case that fails to wear the full number of years specified in the guarantee. In selecting filled cases the reliability of the manufacturer should be the chief consideration. A Jeweler's customers, as a rule, are guided by his advice, and if a case or guarantee does not turn out as represented his reputation and business suffer. Boss cases are the Jeweler's safeguard. Back of them is a concern of impregnable financial strength, with a record of nearly 50 years successful and honorable dealing.

The Keystone Watch Case Co.
19th and Brown Streets,
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BOSS CASE

MANUFACTURERS.

I am sole agent in Canada for the Jas. Boss and all other grades of cases made by The Keystone Watch Case Co. Don't fail to see the New Fall Styles. Large stocks now on hand of

Elgin and Waltham Movements,

AND ALL THE LATEST IDEAS IN

SILVER AND GOLD JEWELRY. CUT GLASS.

NOVELTIES. FINE LEATHER GOODS.

DIAMOND GOODS. CANES.

UMBRELLAS, ETC.,

ALSO PHOTOGRAPHIC SUPPLIES.

JAMES A. PITTS,

TEMPLE BUILDING, MONTREAL.

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

AND

Manufacturers' Agents.

Selling Agents for Ansonia Clock Company,
NEW YORK.
American Waltham Watch Company,
WALTHAM, MASS.
American Watch Case Co.,
TORONTO.
Roden Bros., Sterling Silver,
TORONTO.
Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.



Our Representatives

are calling on you with....

NOVELTIES

....IN Jewellery, Sterling Silver, Umbrellas and Other Lines.

It will pay you to see them.

And DON'T FORGET to order

Elgin Watches, Wadsworth Cases and Ingraham Clocks.

The three best lines in the market.

THE T. H. LEE & SON CO., LIMITED.

TORONTO.

P. W. ELLIS & CO.,

31 WELLINGTON STREET EAST, TORONTO, CANADA.

SPECIAL AGENTS:

Omega Watches.
Waltham Watches.
Elgin Watches.
Ingersoll Watches.
Century Watches.
New England Watches.
Swiss Small Watches.
Trump Gents' Watches.
Trump Ladies' Watches.
Gun Metal Watch Cases.
Nickel Watch Cases.
Regal Sterling Silver Watch Cases.
American Gold Filled Watch Cases.
Canadian Gold Filled Watch Cases.
"Regal"
Solid 8-10k Gold Watch Cases.
" 10k " " "
" 14k " " "
" 18k " " "
Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.
Waterbury Clocks.
Mantel Clocks.
Box of 6 Eight-day Clocks for$22.80
Gem Nickel Alarm Clocks, each ... 1.60
And many other Clock Specialties.

20th Century Jewelers' Herald.

An Up-to-date Watch Price List. If you do not receive it regularly write for it, as it is yours for the asking. Keep yourself posted by reading the Herald. Yours truly,

P. W. ELLIS & CO.,
Watch Department.

New England Watches.

New 14 Size Thin Model.

No. 14—Silver, E. T. Back$7.50 each
" 333—Nickel, Plain Back..... 3.80 each
" 343—Oxidized Steel. 5.00 each
" 33 —Nickel, Plain Back, Card Dial... 4.50 each
" 343—Oxidized Steel, Card Dial..... 5.50 each

The Oxidized Steel has Gilt Bow and Crown.

No. 343 is the lowest priced American 14 Size Black Steel Watch on the market and only $5.00 each.

Gents' Trump Line.

No. 11 Nickel, Plain Back ...$3.50
" 19—Nickel, E. T. and Engraved Back 3 50
" 21—Nickel, Scroll Engraved Back..... 3.50
" 29—Nickel E.T. Engraved Back 3 50
" 41—Glass Front and Back 3.50
" 1785—Black Steel, Plain Back..... 4 00

No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only $4 catalogue list.

Ladies' Trump Line.

No. 211 in Plain Nickel Case..$4.40
" 213 in Fancy " " 4 40
" 223 in Engine Turned Case 4.40
" 301 in Plain or Engine Turned Gold Gilt Case. 5.00
" 313 in Fancy Engraved Gold Gilt Case 5.00
" 279 in Black Steel Plain Case..... 4 70
" 271 in Black Steel Plain Case 5.00

No 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only $5.00 each.

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.

Seth Thomas Movements.

The "Century" Movement.

18 Size, Open Face or Hunting.

DESCRIPTION—18 Size, ¾ Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds, Fit all makes of cases.

Century, price for Movement$3.80

"Eagle" Movement.

6 Size, Open Face and Hunting, Lever Setting.

DESCRIPTION.—6 Size, ¾ Plate, 7 Jewel, Quick Train, Lever Set, Stem Winding and Setting Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

6 Size Eagle, price for Movement.....$5.90

"Eagle" Movement.

18 Size, Open Face or Hunting, Lever Setting.

DESCRIPTION—18 Size, ¾ Plate, 7 Jewel Quick Train, Lever Setting, Stem Winding and Setting, Nickel Finish Damaskeened, Hard Enamel Dial with Depressed Seconds. Fit all makes of cases.

SPECIAL has patent centre pinion and compensating balance.

18 Size Eagle, price for Movement.....$4.70

Ingersoll Watches.

Complete New Price List.

Yankee, Nickel, plain back (new model).....$2.00
Yankee, Gilt, plain back (new model)..... 2.00
Champion, Nickel, plain back stem wind 2.40
Champion, Gilt, plain back, stem wind 2.40
Champion, Nickel, fancy back, stem wind 2.40
Champion, Gilt, fancy back, stem wind..... 2.40
Eclipse, Nickel, plain back stem wind and stem set 2.80
Eclipse, Gilt, plain back, stem wind and stem set..... 2.80
Eclipse, Nickel, fancy back, stem wind and stem set..... 2.80
Eclipse Gilt, fancy back, stem wind and stem set..... 2.80

New Line Ingersoll Watches.

Triumph, Silver Finish, plain back, stem wind and stem set...$3.50
Triumph, Oxidized Black, plain back, stem wind and stem set.. 3.50

Bargain.

SPECIAL HERALD—To give all customers a chance to see and examine these absolutely guaranteed watches, on all orders for one dozen of one style or assorted we will give a Herald credit of $1.20 net.

Bargain.

Price for 1 dozen New Model Yankee Watches only $21.60, Less Trader Discount.



18 Size Hunting.
Engine Turned to Shield Case, same also made in Open Face.

Regal.

Plain Bassine Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt.....$19.50
0 " 14k " 13 " 28.30
0 " 18k " 16 " 31.50
6 " 10k " 16 " 26.70
6 " 14k " 19 " 37.90
6 " 18k " 22 " 51.50
12 " 14k " 30 " 55.50
12 " 18k " 35 " 77.50
12 " 14k Open Face, 25 dwt..... 55.00
12 " 18k " " 31 " 75.00
16 " 14k " " 33 " 67.80
16 " 18k " " 40 " 95.00
16 " 14k Hunting, 42 dwt..... 74.70
16 " 18k " 48 " 103.50
18 " 14k " 45 " 79.50
18 " 18k " 55 " 117.50
18 " 14k Open Face 40 dwt 79.00
18 " 18k " " 45 " 105.00

Subject to Herald Discounts.

See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0 Size, 10k Hunting, 10 dwt.....$19.50
0 " 14k " 13 " 28.30
0 " 18k " 16 " 39.50
6 " 10k " 16 " 26.70
6 " 14k " 19 " 37.90
6 " 18k " 22 " 51.50
12 " 14k " 30 " 55.50
12 " 18k " 35 " 77.50
12 " 14k Open Face, 25 dwt..... 55.00
12 " 18k " " 30 " 75.00
16 " 14k " " 33 " 67.80
16 " 18k " " 40 " 95.00
16 " 14k Hunting, 42 dwt..... 74.70
16 " 18k " 48 " 103.50
18 " 14k " 45 " 79.50
18 " 18k " 55 " 117.50
18 " 14k Open Face, 40 dwt..... 79.00
18 " 18k " " 45 " 105.00

Subject to Herald Discounts.

See Page 315H August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts. **Watch Department.**

THE NUMBER OF ORDERS

We have received for the H. & A. S. Gold and Seamless Gold Filled Chains has already much exceeded our anticipations, and we would respectfully request our customers to order now for their Christmas trade, as we will be unable to fill any more orders for October delivery.

TO OUR MANY CUSTOMERS

Who have recently written for selection packages of our chains we would say that we regret that we have so far been unable to send any, as we have been compelled to use every chain we have produced towards our orders.

If our special chain traveller does not see you soon, write to us, and we will notify him to call on you when in your section of the country.

H. & A. SAUNDERS,

SOLE MANUFACTURERS OF

H. & A. S. GOLD and SEAMLESS GOLD FILLED CHAINS,

TORONTO.

N.B.—Every H. & A. S. Chain is accompanied by a certificate of guarantee and is stamped the number of years for which it is guaranteed. NONE GENUINE OTHERWISE.

Saunders, Lorie & Co.,

...67 Adelaide Street West, TORONTO.

GOLD LINKS.

We are carrying this fall a very fine assortment of Gold Links set with Diamonds, Pearls and Opals, in three stone and S. S. stone styles. We feel sure our stock in this line will interest you especially at this time of the year.

PEARL STICK PINS.

An entirely new line of Pins, of patterns which sell themselves.

FINE PENDANTS.

We carry always on hand a good assortment of expensive Pendants. Should you have a prospective customer, we are willing to send some on approval to you.



TORONTO, ONT., OCTOBER, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.



NOTHING NEW UNDER THE SUN.

WE think it was Solomon who said that "there is nothing new under the sun," and indeed, when we read of the achievements of the ancients as evidenced by the wonderful archæological discoveries that are continually being made, we feel almost like endorsing this old and much disputed saying.

The present custom of guaranteeing articles of jewelry, such as diamonds, silverware, chains and watch cases, we had considered a modern innovation until recently, when we learned from a contemporary that it dates back thousands of years before the Saviour walked this earth. It is stated that recent archæological discoveries amongst the ruins of the ancient city of Nippur have unearthed a library of tablets which date back several thousand years before the Christian era, and it is expected that, when deciphered, they will throw a flood of light on conditions on our planet at this pre-historic period. Nippur is evidently rich in records. Some time ago excavators discovered no less than 730 tablets in a single room. Investigation proved that the excavated room had been once used as a business archive of the apparently wealthy and influential firm of Murashu Sons, of Nippur, who lived at the time of Artazerxes I. and Darius II., in whose reigns the documents are dated. These tablets were mortgages, notes, legal contracts and agreements of all kinds. The most interesting to the jeweler is the one first translated. It is a guarantee by a jewelry firm that an emerald set in a gold ring will not fall out for twenty years. It reads as follows:

"Bel-ad-iddna and Beishuana, sons of Bel and Hatin of Bazuzu, spoke unto Belnadin-shumu, son of Murashu, thus: 'As concerns the gold ring set with an emerald, we guarantee that for twenty years the emerald will not fall out of the gold ring. If the emerald should fall out of the gold ring before the end of twenty years Bel-ad-iddna and Hatin shall pay until Belnadin-shumu an indemnity of ten mana of silver.'"

If this sort of thing is to continue we should not be surprised to learn that archæologists have discovered some ancient maker of gold filled chains or watch cases, who could not only rival, but even "go one better" to his successor of the present age, difficult as that might seem, even as the ring maker above mentioned has apparently done.

CANADA'S GREAT FAIR.

ALTHOUGH the Toronto Industrial Exhibition, which closed on the 7th of September last, has been subjected to much adverse, not to say unfair, criticism by certain of the Toronto press, it is only fair to express the belief that it was not only a great success, but that its conduct reflected no little credit upon the management. To say that it had its defects is but to say that it was managed by human beings, but in spite of all criticism we venture to say no one knows these defects so well as the gentlemen who for years have had the running of it, and who have time and again endeavored to reform what they knew was defective.

It is a matter of public notoriety that the Toronto Exhibition was founded twenty-two years ago. At that time practically every building was new, and not only up to date, but far ahead of any annual exhibition that had ever been attempted in Canada.

Since then every building devoted to the care of live stock has been rebuilt on up-to-date lines and is fully as good as anything on the continent. As a result of this progressive policy the *agricultural part* of the Toronto Exhibition, in so far as it refers to live stock, is better than that of any other annual exhibition in America, and fully equal in buildings and exhibits to the great world's fairs of Philadelphia and Chicago. This part of the exhibition is one of which any Canadian may well feel proud, because it truly reflects the greatness of our country and its agricultural resources; resources which are being developed by leaps and bounds and of which we are all justly proud.

When we turn to the manufactures and arts part of the exhibition, however we are forced to admit, that although they possess much that is meritorious, they do not fairly reflect the position of Canada as a manufacturing country. The reason of this is not far to seek.

The Main Building and the other buildings intended for the exhibition of manufactured goods, although good enough twenty-two years ago, are to-day entirely behind the age, and are neither large enough nor modern enough to satisfy the demands and needs of our fast expanding industries. While the agricultural half of the Exhibition has gone ahead, the manufactures and arts half has been compelled to stand still. It has outgrown its environment, and to expect it to thrive and progress in its present inadequate and unsuitable quarters is not unlike trying to compel a full-grown man to try and walk in the shoes that he wore when he was a boy.

This has been seen by the management for several years past, who (and we think wisely) resolved that as soon as the new and up-to-date live stock buildings were all completed, they would turn their attention to the erection of commodious and modern buildings for the proper housing and exhibition of our arts and manufactures.

In the meantime the second contract of ten years between the City of Toronto and the Exhibition Association had expired, and under the new arrangement for the third term of ten years, the Association handed over the entire of its assets to the city and the latter assumed all of the Association's liabilities. Under the new arrangement the city agreed to keep all the buildings in repair and build such other new buildings as might be necessary for the carrying on of the Exhibition. It will thus be seen that although the Exhibition Association can recommend new buildings and improvements, they have no power to put these plans into execution unless the citizens of Toronto through their Council approve of the things recommended and furnish the money for them.

This is the state of affairs that confronts the citizens of Toronto to-day in connection with the Industrial Exhibition.

It must either go ahead or fall back, and in our opinion it can only advance by having the manufacturing and arts part of it brought up into line by the erection of commodious and up-to-date buildings.

While much criticism has been indulged in regarding the grand stand performances and side shows, this is a matter about which there will always exist a considerable difference of opinion, but even were all of the things true that the opponents of such attraction allege, they would only represent the fly in the ointment, and could not seriously affect the usefulness of the fair to any perceptible extent.

It is an undoubted fact, however, that the Toronto Exhibition has come to be regarded by the people of Ontario, especially the agricultural population, as the best place at which to spend their annual outing. The hard part of the year's work over, they want a holiday, and they prefer to take it where they can be amused as well as instructed, hence their love for Canada's great fair which affords them a world of amusement as well as what is best in pumpkins, mangel wurtzels and live stock.

So far as the actual citizens of Toronto are concerned, we venture to assert that seventy-five per cent. of them judge the Exhibition entirely by the grand stand performances and side shows. As a proof of this we may cite the fact that on the last Friday afternoon of the Exhibition there is held in front of the grand stand a review of all the prize winners in both cattle and horses. This grand parade is in our opinion one of the sights of the fair, and cannot be excelled for numbers and quality anywhere on the continent, not even barring the great world's fairs. The citizens of Toronto show their appreciation of this great review with an array of practically empty benches, certainly not more than a thousand people being present to witness it. On the other hand, at the evening performances, the grand stand is crowded night after night, and not only is every seat occupied, but thousands are content to pay for standing room in the paddock in order to witness it. In the face of this fact further comment is unnecessary.

So far as the Main Building was concerned this year, it was in the opinion of the majority of those who took the trouble to inspect it, better than it has been for many years. The decorations were most artistic, and a lavish use of white, red and blue bunting and national flags and shields made it look patriotic enough for even this most patriotic of all years. The exhibits were of a very high standard of excellence, and as far as space would allow, fairly representative of the several lines of Canadian manufactures which they displayed.

In the matter of Canadian jewelry and silverware, while the former was represented by some very choice and well-selected specimens of the jewelers' art, the latter was conspicuous by its absence; indeed, the only exhibit of silverware in the building was that of a Birmingham, England, firm who showed a large square glass case full of very artistic and taking novelties in this line, the majority of which were sold to merchants to be delivered after the Exhibition closed.

Ambrose Kent & Son Co., Ltd.

In jewelry the principal exhibit was undoubtedly that of the Ambrose Kent & Son Co., Limited, who showed a very fine assortment of artistic diamond and other jewelry of their own manufacture for which they were deservedly awarded a silver medal. A pair of solitaire earrings made up with large steel blue Jagersfontein diamonds of rare color and brilliancy and valued at $2,000, attracted a great deal of attention, especially from the ladies, who were profuse and outspoken in their admiration. The display of diamond jewelry also embraced brooches, hair ornaments and rings of the newest designs and all of first-class quality and finish. In the rings were to be found many new and fetching effects secured by combinations of diamonds, opals, olivines, sapphires, rubies, emeralds and pearls, many of which were certainly new and all of them noteworthy in design and coloring. In silver, and silver gilt and enamelled jewelry, this firm showed a very large and varied assortment, consisting of pins, buckles, hair ornaments, etc., all of which were artistically executed, and attracted a great deal of attention from visitors. In addition to the above, they also showed samples of rings, chains, spoons and souvenir jewelry in various stages of manufacture, which was not only interesting, but instructive. A considerable portion of their space, which, we forgot to say, occupied the place of honor in the very centre of the building, was used to display the firm's exhibit of regalia and society emblems and jewels, of which they are large manufacturers. In this department they were also deservedly awarded recognition in the shape of a bronze medal. Taking their exhibit altogether it was one of the best of its kind ever shown in Canada, and the

firm will no doubt receive a great deal of benefit from it later on.

P. W. Ellis & Co.

showed the Eaton-Eagle engraving machine in operation and were awarded a bronze medal for this interesting display. As the style and working of this machine is probably well known to the readers of The Trader, we need not refer to it at length, but merely state that it was critically inspected by a great many jewelers (as well as by thousands of the general public), all of whom agreed that it was a wonderful machine, and an almost invaluable adjunct to any jewelry business, more especially to those jewelers who are not located near a trade engraver and have to send such work away to be executed. These one and all agreed that it would pay every one to have an Eaton-Eagle engraving machine, and that it would not only soon pay for itself by the saving affected, but would attract and hold trade by its novelty and the rapidity and excellence of its general work.

S. Breadner.

S. Breadner, manufacturing jeweler, of Carlton Place, Ont., had a large and very meritorious exhibit of wire and other jewelry of his own manufacture which attracted a great deal of favorable comment from visitors. Mr. Breadner's goods not being entered for regular exhibition on account of his having obtained the right to sell and deliver them during the exhibition, were not eligible for any award from the Committee, although their merit was recognized and appreciated by them. The public, however, showed their appreciation of these goods by buying them freely for souvenirs of the fair; thus furnishing a pointer to quite a few visiting retail jewelers as to their desirability for stock goods in their own regular business.

The Photo. Jewelry Mfg. Co.,

of Toronto, were also considerably in evidence in the first gallery of the building, where in a large glass show case they displayed a really fine and meritorious exhibit of photographic jewelry and buttons of every description, plain and colored and with and without gold or plated mountings. The photo. brooch now so popular in the United States, was shown by this company in every style conceivable, and we understand they secured a great many orders from the trade for these very artistic and desirable goods. We were pleased to see that they were awarded a bronze medal for their exhibit.

F. Richardson & Co.,

of Birmingham, England, showed a large assortment of English silver plated and sterling silverware, much of which was entirely new in design and finish and attracted a great deal of attention. They also showed some very beautiful cut glass goods, which being mounted in silver wire frames combined both elegance and utility in a very marked degree. This firm is new to Canada, but we understand they purpose establishing offices in both Toronto and Vancouver, and will no doubt find a ready market for their goods. A silver medal was awarded to their exhibit for its excellence and variety.

Frank T. Proctor,

the well-known and enterprising retail jeweler of Yonge St., Toronto, had again secured the selling right for watches and general jewelry, and as heretofore made a large and very attractive display of goods. He had a large glass case full of watches ticketed at considerably less than $1.00 each, and in other cases watches from $4 to $100 00 each It is needless to say he did a large trade in the cheaper goods amongst the rural visitors, although his sales also embraced quite a few of higher grades. In addition to his large display of watches, Mr. Proctor displayed a large assortment of souvenir spoons and souvenir jewelry, and seemed to do a large and paying trade in these goods. He certainly deserved credit for his enterprise, and his fine display of jewelry and watches will no doubt be a good advertisement for his regular business later on.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

Mr. Shaughnessy, General Manager of the C P.R, has written a letter to Mr. Blair, Minister of Railways, in which he declares that the C P.R. has made every effort to secure a traffic arrangement with the Intercolonial for the past two years, but without success, and practically threatening to withdraw from St. John, N.B., unless some arrangement for an interchange of traffic is made. When the C.P.R. had secured connection with St. John, the line became oceanic, and this development brought it into contact with the Intercolonial. The difficulty is want of return freight to the west, as there is no difficulty in securing freight eastward. The arrangement between the Intercolonial and the G T.R. is also a disturbing factor in the case, but it is to be hoped that something may be done to retain the company's eastern terminus in this country. Last winter, the C.P.R. unloaded 63 steamships at St. John, with more than two hundred thousand tons of freight, and this amount could have been doubled under more favorable conditions.

The annexation of the Transvaal Republic marks the end of the war in which our Canadian boys did so much for glory, but with a fearful sacrifice of life and much suffering. The

BOOTS AND SHOES AND JEWELRY.

Below we reprint word for word an editorial from the "Shoe and Leather Journal." If it is sound common sense, and we believe it is; if it is applicable to well-known goods like boots and shoes, and we believe it is, it applies with ten times greater force to jewelry, of which the public must depend so much upon the merchants from whom they purchase:

"Some shopkeepers imagine that all they have to do to get business is to sell cheap. This is a great mistake. In some localities a store may be able to make a 'go' of it with cheap goods and cheap methods, but the average retailer must look to a more substantial foundation for his business than bargain prices and discount sales. With this era of cheapness has come on the part of the public a distrust of everything that is making itself unmistakably felt. Weary with the distractions of the counterclaims of business competitors, and the uncertainty created by the divergence in prices, people are asking themselves where they can go and secure reliable goods at a fair price. The retailer who can turn this sentiment to account is reaching the best solution of the retail business problem. That there are stores that get better prices than their competitors, and who do a larger trade, cannot be denied. We maintain that the merchant who sells only goods that he can back up and guarantee at a fair price will soon get the confidence of a clientele that will pay much better than the rabble that run after cheap stuff at auction prices. How frequently the expression is heard, 'I want something good, but not too expensive.' People are really becoming sick of bargains that offer the inducement of a slight reduction in price that is more than counterbalanced by the inferior quality of the goods. The man who aims at establishing a paying trade must make the impression in the community that the goods that leave his premises are to be relied upon, as not only 'good value for the money,' but that will fulfil the expectations of the purchaser."—*Shoe and Leather Journal.*

It is sufficient for us to say that if you run your shop on these principles, goods stamped with our trade mark are just the kind you require; they are made on honor. The quality is always full up to the mark and the workmanship fully guaranteed.

A number of our specialties are:

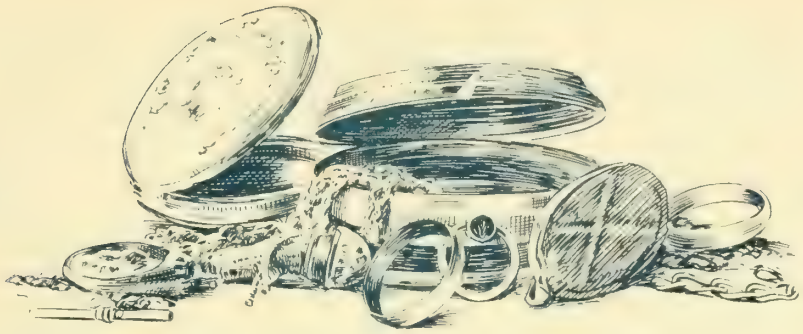
Hearts. Horseshoe Brooches. Ribbon Guards. Hat Pins. Flag Pins. Maple Leaf Pins. Bangle Pins. Bangle Rings. All kinds of Rings to order; send for order sheet.

Fine Engraving.

GEO. H. LEES & CO., HAMILTON, ONTARIO.

JEWELRY MANUFACTURERS,

REGISTERED L TRADE MARK



In no way can jewelers better dispose of their OLD GOLD than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



or if credited on account the cash discounts are allowed. If our offer should not be satisfactory, the gold will be returned in the same condition as received, so that there is no risk of not getting full value. We pay at the rate of 4c. per K.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

Consignments of OLD GOLD solicited from the JEWELRY TRADE ONLY.

GEO. H. LEES & CO.,

Gold Refiners. Hamilton, Ontario.

OUR STOCK IS COMPLETE.

RINGS,
BROOCHES,
PENDANTS,
LOCKETS,
SCARF PINS.

We are carrying an immense assortment of the choicest in every line for your inspection. Don't fail to examine our goods; it will pay you to do so.

J. J. ZOCK & CO.,

MANUFACTURERS OF

Finest Jewelry.

32 & 34
ADELAIDE ST. WEST,
TORONTO.

Repairs. Give us a trial with your repairs and you will be pleased with the result. Prompt and neat.

annexation of these two republics is an event of very great importance, although that fact will probably be better appreciated in a few years time from now.

The many friends of the late Albert John Flint, formerly correspondent for "THE TRADER" in Montreal, will regret to learn of his death, which sad event took place at Jay, Essex County, N.Y., on August 23rd last.

Mr. A. B. Kleiser, of Toronto, dealer in watch materials, was in Montreal recently on the way to the Lower Provinces.

Mr. Geo. Ellis, representing Messrs. P. W. Ellis & Co., in fine goods, paid his usual visit to Montreal last month. Business has been so good with this firm in Montreal that it is its intention to enlarge the premises here at the beginning of the new year.

Mr. J. H. Birks, of Messrs. Henry Birks & Sons, has returned with his family from a summer sojourn at Prout's Neck, Maine.

Mr. Freeman, formerly with Mr. R. Hemsley, Notre Dame Street, has gone into business for himself and has opened a new store at St. Hyacinthe, Que.

Mr. John L. Eaves and Mr. T. McG. Robertson have been a fishing, and great was the catch they made. The "bigsuns" were of the largest size, and the wet groceries were of the most "refreshing" character.

The watch trade continues of phenomenal proportions, Mr. Harmon finding it impossible to supply the demand.

Mr. C. H. A. Grant, manager of the Montreal Watch Case Co., is making his usual fall journey to the North-West.

Mr. James Warner, secretary of the Montreal Watch Case Co., has recently returned to business after a very pleasant holiday.

Mr. Douglass Hemsley, son of Mr. R. Hemsley, jeweler, of Montreal, met with a very painful accident a little while ago. He was winding up about 150 watches when he scratched his finger, blood-poisoning set in, and he was threatened with the loss of it. Fortunately, it is now getting better, but Mr. Hemsley had to carry his arm about in a sling for quite a while.

Mr. R. J. E. Scott, chief time superintendent of the C.P.R., has just returned to Montreal from a tour of inspection extending as far as Vancouver.

Mr. Richard Hemsley has reached home after his regular annual journey to Europe.

Mr. A. R. Harmon, manager of the American Waltham Watch Co., was in Toronto and the west during the month.

Mr. John Caswell, son-in-law of Mr. R. E. Robbins, treasurer of the American Waltham Watch Co., passed through Montreal recently on his way to the Restigouche Country, where he will spend some time hunting and fishing.

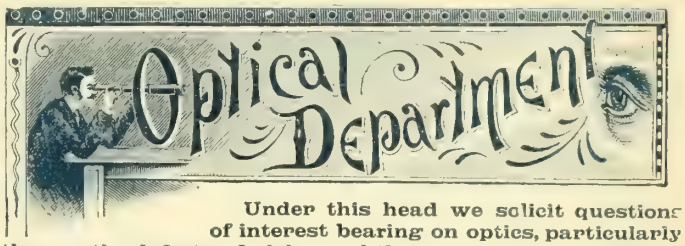
Mr. and Mrs. Alfred Eaves have been visiting in New York during the past month.

Mr. J. Ramsay, Mr. A. Ferguson, and Mr. L. H. Evans, all reputable members of the jewelry trade and employees of the firm of Messrs. Henry Birks & Sons, took their holiday at Arundal, Que., where Mr. Evans has a farm. The holiday included fishing and hunting and was most enjoyable.

Mr. S. Rosenthal, of Messrs. Henry Birks & Sons, took a little jaunt to Ste. Agathe des Monts, and also put in a very pleasant time.

The Toronto Silver Plate Company's representative here informs me that they will open an office in Room 60, Windsor Hotel, (Montreal), from October 8th to November 1st, so that out of town jewelers may have an opportunity of calling and inspecting the very large and up-to-date line of samples they will have on view.

HOCHELAGA.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John L. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

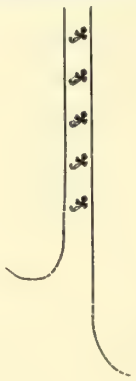
D. C., Ont.—"I have a patient, a girl aged nine, whose vision is very defective. After using atropine, I fitted her with pretty strong convex lens which seemed satisfactory. A short time afterwards, an oculist examined her eyes and prescribed weaker glasses which were not satisfactory to her. Presuming that my examination was correct, which pair of glasses do you think the child should wear?

As the glasses which you fitted gave entire satisfaction so far as you can learn, we are of the opinion that they should be preferred to the weaker pair. The oculist, no doubt, thought it advisable to give probably a three-quarter correction in preference to the full correction which you gave; hence, the unsatisfactory results of his work. It would have been more proper on his part to have suggested if he were going to do anything, that after six months or a year or when the eyes had regained their usual strength, to have the glasses reduced in strengthen, but to attempt to reduce them so soon after they had been fitted by you, was merely an experiment on his part, which as you inform us, did not prove satisfactory. In case of hyperopia in children who are having considerable trouble, it is much better to give them the full correction lens until all the symptoms disappear, after which a reduction of two or three parts in the lens may be made in order to give the eye an opportunity for further growth and development.

M. B., Ont. — "Please let me know the relative values of the two methods of retinoscopy with the plain and the concave mirrors."

The plain mirror is to be preferred, although the only difference between the two is that the direction of the movement of the shadow by the concave mirror is the reverse of that produced by the plain mirror. In all other respects the results of the two mirrors are the same. The majority of retinoscopes are fitted up with plain mirrors. Some practitioners, however, prefer a concave, but this preference is most probably due to concave being the first kind used by them. Many practitioners use the concave mirror, which is a part of their ophthalmoscope, for retinoscopic purposes.

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These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

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Toronto Safe Works,

Toronto.

If you can keep clearly in mind the difference in the direction of the movement as produced by the two kinds of mirrors, either one will answer their purpose. The plain mirror produces the brighter reflection from the retina, and on this account alone is preferred by many practitioners.

A SLIGHT AMBLYOPIA.

T. A. N., B. C.—"I have a boy, 10 years old, whose vision in both eyes is almost normal. He enjoys very good health with the exception of an occasional headache. I have examined his eyes thoroughly, for hyperopia but cannot find any error of refraction. I cannot account for the slight dimness of vision, and shall be pleased if you will give me some light on the subject."

If his vision is normal through the pin-hole disc, you should be able to make the same improvement with glasses, but if the disc does not improve vision there is an opacity in the refractive media or retina and most probably the latter. For this condition there is nothing better than using the eyes for near work in order to strengthen and develop the nerve to the normal acuteness.

A PECULIAR CASE.

R. T., Ont. "I have a lady patient aged 40, who is at present perfectly healthy but up to four years ago was troubled very much with headaches, seven years ago she had perfect sight, but is now unable to read anything without glasses. With plus 5 D. S. she can read ordinary print fairly well, but not for any length of time. Her eyes look bright and clear, and she appears to be perfectly well. When she first looks at anything, she sees it distinctly but for a short time."

What this patient complains of points to two abnormal conditions. The most probable condition is that of latent hyperopia. The hyperopic eye being too short, a considerable effort of accommodation is necessary to overcome the defect, and enable one to see clearly at any distance, thus in many cases when vision is first directed to any object, the object is seen distinctly, or so long as it is possible to control the accommodation of any eye. The moment control of the accommodation is lost, the object will appear dim or indistinct, because the clearly distant picture of the object (could it penetrate the tissue,) would be found behind the retina, whilst on the retina there would be a blurred picture of the object.

The other condition indicated by the symptoms is a partial paralysis of the optic nerve. The necessary effort for directing the attention to an object, can be continued but a short time, or in other words the optic nerve conveys the impressions of light to the brain for but a few seconds of time, when, finding itself unequal to the task, relaxes all sensibility or effort, and the impressions which light makes upon the retina, fail to reach the brain, thus producing a partial blindness or imperfect vision. A thorough treatment of the eye, with a 1 per cent. solution of atropia for several days would reveal the true condition.

THE LINES ARE WAVY.

W. A. C., Ont.—"I fitted a lady with 1. D. S. for each eye, but with or without these lenses the line of letters on the test card appeared wavy. What is the cause of this wave like appearance of the line of letters?"

The wavy appearance of the line of letters is produced by a spasmodic contraction and relaxation of the ciliary muscle which is located inside the orbit. The spasm of this muscle permits the crystalline lens to increase and decrease its refractive power wholly or partly on its anterior convex surface. The change in the refraction of the lens produces a consequent change of the location of the picture of the letters on the retina, and the movement of this picture on the retina imparts to the subject the impression that the letters on the card are moving up and down, giving them a wave-like appearance.

THE DUTY OF THE OPTICIST TO HIS PATRON.

By W. E. Hamill, M.D., Toronto.

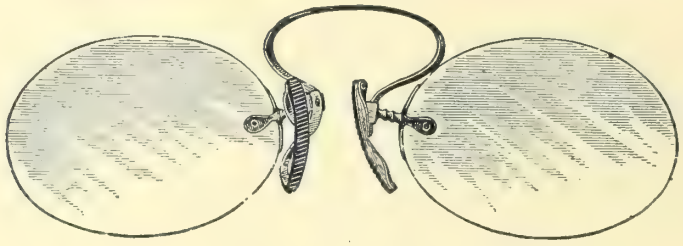
This is a question which each one answers for himself and usually in a manner the most profitable to himself—but acts that are profitable may not untimately be beneficial. This theme is suggested to me by two cases which were recently referred to me for advice, etc. The first came from an opticist and was complaining of asthenopia and was wearing +.25 sph. in each eye. The age of the patient was 15, a school girl, and what any intelligent opticist hoped to secure by placing +.25 sphericals is more than can be conceived. Was it an exhibition of ignorance or greed? Each one will easily answer for himself. But is this harnessing up a child with such a nuisance fair treatment either from business or any other consideration—to say nothing of the dishonesty of the whole thing? Two dollars and a half was paid for a pair of spectacles which were not only worse than useless but in addition were unsightly and uncomfortable. I sent a note to the opticist enclosing a letter for the family physican containing the diagnosis and line of treatment as it appeared to me. Whether the opticist will gain or lose by the two dollars and a half fit is not hard to divine. Would it not have been much better to have frankly told the parents that the case was outside the province of an opticist and at one stroke secure the confidence and gratitude of the parents, which two factors always mean continued patronage? The parents will now naturally conclude that they were put to expense for nothing as the result either of the ignorance or avarice or both of the opticist.

In striking contrast to the above was the second case, also referred to me by another opticist. This case was also a little girl with periodical squint. The mother told me that the "optician had carefully examined her daughter's eyes, but did not think the glasses he found indicated would be of any service, and advised her to obtain an examination and advice from an oculist." In his note to me he told me "that by the usual tests, including fogging and retinoscopy, he found the correction to be +.75 sph. ⌒ +.75, cylinder axis 90 in each eye."

I atropinized the child's eyes and found she needed + 4.50 sph. ⌒ + .75 cly., axis 90. I gave her this prescription to take back to her optician, and congratulated her upon having such an intelligent and trustworthy refractionist in her town.

Is it not reasonable to conclude that that opticist will have the confidence and patronage of this family and all other families they can influence? Certainly a constant advertisement in the neighborhood by a patron who knows and appreciates the fact that her opticist realizes the true relation which should exist between patron and opticist.

FOR FINE FITTING FRAMELESS WE ARE FAVORITES.



The reason some frameless become rickety after short wear is because the straps do not bear evenly on the lenses, or the metal is too soft to stand the bending strain to which they are subjected.

The drilling of the lens the merest fraction of a millimeter from the required spot will prevent the proper fitting of the strap. This we avoid by using automatic drill beds, the invention of our Mr. L. G. Amsden, which gauge the positions with absolute accuracy.

Our straps are of a hard metal. In our filled mounts, for instance, finding it impossible to make filled straps of sufficient resistance, we use solid gold on our regular C. Bros. rimless mounts.

These are two reasons for the excellency of our rimless, but there are others.

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FIRST A practical course by a practical instructor.

SECOND Practical instructions on actual cases during instruction.

THIRD Practical instruction on frame fitting, frame adjusting, frame repairing, lens mounting, cementing of lenses, drilling, etc.

FOURTH Practical lessons from observing how frames are made; students having the freedom of the only spectacle making house in Canada.

FIFTH Practical instruction in Retinoscopy, or Shadow Test, without additional cost,—this being optional and given outside of the regular class hours.

SIXTH Practical instruction in Muscular trouble, the use and abuse of prisms being carefully considered.

SEVENTH Practical assistance given to all graduates. The Principal of the College is always ready to answer all letters of graduates, and to advise any in regard to complicated cases.

EIGHTH Practical assistance given to all graduates in advertising. Students who do not succeed in mastering optics in any one course are at liberty to attend any future course absolutely free of charge.

NINTH Our diploma—given only to those demonstrating on examination their ability to accurately diagnose errors of refraction—is artistic and attractive. It cannot be purchased. It is distinctly a trophy of merit.

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Manufacturers of

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SLEEVE TIPS.



NO MORE BREAKING OF SLEEVES IF YOU USE THESE CELEBRATED SLEEVE TIPS.

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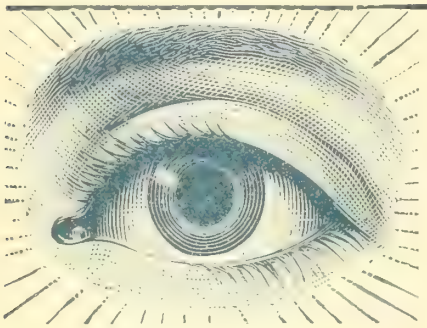
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Agents wanted, salary and commission.

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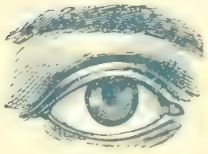
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Why think about taking an inferior course and getting an inferior diploma when our course and diploma costs the same?

Over 300 Canadian opticians who have received their optical knowledge from us will tell you how pleased they are.

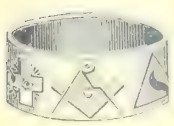
TWO COURSES ATTENDANCE AND CORRESPONDENT.

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Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

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Pearl setters will find LIQUID AMBER the best cement for their use.

It is much stronger than mastic and other substances sometimes used for that purpose.

It is easy to apply and is perfectly colorless and transparent.

BM TRADE MARK

BM TRADE MARK

ANDREW JAY CROSS.

Andrew Jay Cross, who was elected president of the American Association of Opticians at the convention held in Detroit, Mich., from August 14 to August 16, and who has



Mr. Andrew Jay Cross.

been a resident of New York City for the last eleven years, was born in Antwerp, Jefferson county, N. Y., in April, 1855. His father, Jude Cross, was a horologist and devoted much time to higher mathematics and the study of astronomy. He has one brother, named George D. Cross, who is now a prominent oculist in Philadelphia.

After receiving common school education and a fair training at the watch bench, A. Jay Cross devoted his spare moments to the study of physics in general and optics in particular. In his twenty-first year he migrated to the Pacific coast, because of his poor health, and engaged in business for himself as a jeweler and optician at Visalia, California. Later he moved to Walla Walla, then in a territory now the State of Washington.

In 1895 he was elected first treasurer of the Optical Society of the State of New York, which position he filled for two years. At the end of that time he was honored with the society's choicest gift, by being made its president, and was re-elected in 1899 and 1900. In the spring of 1897 he called a meeting of the opticians of the city and formed what is now known as the Optical Society of New York City. Before his recent election to the presidency of the American Association of Opticians he was vice-president of the same society.

He has contributed many scientific articles on optometry to publications devoted to opticians and is well known to be a man of deep research in all the different paths of science.

He is the inventor of the Cross dioptrometer and the Cross retino-skiameter which are being used by the best known oculists and optometricians.

AMERICAN ASSOCIATION OF OPTICIANS.

Optical organization appears to be the order of the day, as in addition to the convention of Canadian Opticians reported elsewhere in this issue, the recent American convention held in Detroit was a notable gathering. Although called the American Association, the word is used in the broadest sense, and embraces in its membership practical opticians from any part of the American continent, among which are about twenty from our own country.

Great enthusiasm prevailed during the recent convention, and various changes in the constitution and by-laws were made with a view to the future welfare of the optician.

Scientific papers were read by Prof. Rogers, of Chicago, who delivered an excellent paper on the subject of Heterophoria, and one by Mr. L. G. Amsden, entitled "The Man Behind the Gun," both of which attracted attention and were highly commended. The exhibit of optical goods and instruments was of a very high order, and was of great interest to those in attendance.

The compliment paid to the Canadian delegation in the election to the Vice- Presidency of one of their number—Mr. L. G. Amsden, was a graceful act, but one which we believe will redound to the benefit of the Association in the acquisition of a thorough optician and business man, and we look for a bright future for the American Association of Opticians.

Mr. Lionel G. Amsden, the newly-elected Vice-President of the American Association of Opticians, has been so closely identified with the history of the Canadian optical trade as to require but little introduction here.

Mr. Amsden was born on a farm in Lambton county,



Mr. Lionel G. Amsden.

Ontario, when that district was a wilderness, and educational facilities were essentially of the "home-made" order.

At the age of fourteen he went to England and entered the employ of the oldest manufacturing optical house in London

The opening of the theatrical season and the approach of the holidays render a well selected assortment of

Opera Glasses

AND

Field Glasses

a particularly profitable investment at this season of the year.

Opera and Field Glasses will have a great sale this fall.

The number going hunting will vastly exceed any previous year.

This is the first season for moose in many years, and after this year moose cannot be killed for many years to come.

The MONTREAL OPTICAL COMPANY handle a full line of the most famous makes of OPERA and FIELD GLASSES; their collection of the products of the famous Lemaire's being particularly complete.

If you are interested, address a postal card to the MONTREAL OPTICAL COMPANY, Montreal, Que., stating about what line you are interested in, and we will send them on approbation. If not satisfied, they pay return charges.

The Optical Institute of Canada Introduces Correspondence Courses in Optics in both English and French.

In order to assist those who are unable to attend personal courses, the **Optical Institute of Canada** has introduced Correspondence Courses in Optics.

These courses will be given in both English and French. An examination is required, which, if satisfactorily passed, will entitle the graduate to our diploma.

Any student taking up our correspondence courses will be entitled to a regular primary course at any time **absolutely free of charge.**

Dr. J. Lyons Gauthier, our instructor, is a graduate of Laval University, and one of the prominent oculists of Montreal. He is an experienced teacher. His instructions are essentially practical.

The Optical Institute of Canada has a **Ten Years'** record of successful instruction in the science of Refraction.

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14 KARAT ROLLED PLATE CHAINS,

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it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

—Fred K. Phelp & Co. Upon being placed in charge of the optical order department he was brought much in contact with the staff of the celebrated Moorefield's Hospital, which at this time contained some of the brightest of the world's ophthalmological scientists, including the famous Dr. Nettleship.

The time spent there, at the very fountain head of optical knowledge, was undoubtedly largely instrumental in creating the ardent devotion to all forms of optical research, which since has been a characteristic of the subject of this sketch.

Returning to Canada in 1882, the optical prospects were not at all encouraging, and the larger field across the border was sought and a position accepted with a jewelry and optical house in Detroit. During the ten years which he remained there, he underwent a three years' special course with Dr. Don M. Campbell, one of the leading oculists of Michigan. Thus equipped with a thorough practical knowledge of mechanical optics and spectacle making in all its branches, together with a wide experience in optometry, he returned to his native land and associated himself with the optical firm of Cohen Bros.

His first act was the introduction of a modern prescription plant, which quickly established for his firm a foremost place in the local trade. Soon after, the Canadian Ophthalmic College was established, with Mr. Amsden as instructor, which position he still occupies, and a large percentage of the practising opticians in Canada undoubtedly owe their success to the sound practical instruction received at this institution.

In 1889, upon the incorporation of "The Cohen Bros., Limited," he was elected Secretary. In addition to his literary work as editor of *The Canadian Optician* and the Optical Corner of *The Pharmaceutical Journal*, he has contributed largely in optical topics to THE TRADER and other journals in the United States and England.

That the recognition of his ability is not limited to Canada is shown by the fact that he was elected upon the Executive Committee of the American Association at the Rochester Convention immediately on becoming a member, and at the recent Detroit Convention was elected to the second highest office in the gift of the Association.

"THE MAN BEHIND THE GUN."

Paper read by Mr. L. G. Amsden, Toronto, at the Annual Meeting of the Opticians of America at Detroit.

Upon receipt of the invitation from the executive of your honorable body to deliver an address at our annual convention, I was conscious of two opposing inclinations. I desired most heartily to accept in order to show my appreciation of the courtesy extended, not merely to me, but to Canadian opticians generally, but, on the other hand, a tender regard for my brother opticians prompted me to decline.

When the request was made to me I made a shocking confession, and I freely repeat it now. I am not in possession of any exclusive knowledge in relation to opticial science, and whatever I could tell you regarding refraction and its many phenomena was within easy reach of all within the covers upon your own book shelves, and better told than I could hope to repeat it upon the platform, but the thought struck me, as it had often done, when contemplating our own local conditions, that it was not more knowledge that was requsite, but possibly a better realization of the possibilites of that already in your possession, and a quickened judgment in the matter of its application.

In the few minutes, therefore, at my disposal, let us turn the occasion to our mutual advantage by bringing our daily practice before us in review, and point a moral or adorn the tale by its failures and successes.

I may be pardoned, I trust, for selecting a title more in keeping with the arsenal than the refracting room, but at a time like the present, when the hearts of the nations throb to the tramp of the armed heel, one's most peaceful fancies are frequently consummated under the blare of trumpets and roll of drums.

When the present war in which our country is engaged broke out, the outcome was considered never to be in doubt. When the advantage of the modern arm to equalize matters was suggested, the nation merely pointed to the "Man Behind the Gun." It was pointed out that the odds of numerical strength and long tried personal bravery were more than offset by the deadly precision of the modern ordinance. The sequel has shown that although the effectiveness of armament was vastly increased, yet this very effectiveness depends so absolutely upon the calibre of the fighting force, that the result, as before, rests largely with the "Man Behind the Gun."

Success rests upon choosing a favorable position for the guns. It requires courage and confidence of the very highest order to place them in position, and demands a bull-dog tenacity to work them in the face of the hell of fire that greets their appearance, like a "shower of nails from the devil's tack hammer."

The mechanism is complicated, demanding the closest attention to detail, the range so great that the target is frequently invisible, and the gun is trained by means of mathematical calculations based upon known angles. Let there be the slightest deviation from this angle, either through haste, fear or ignorance and your powder is wasted and your position unmasked and perhaps untenable.

The whole history of this deplorable war bristles with incidents showing that success in the main was the result, not so much of personal bravery, as both sides possess it—not in numbers, as this advantage was offset by superior positions and knowledge of locality—nor yet in armament, but in close attention to detail in small matters.

So it is with the practice of optics. Students and inventors have passed from stage to stage producing and developing theories and appliances, ad nauseam, until we have reached a point at which, if refraction work could be produced with these alone, we would merely have to turn a theoretical handle of a highly testimonialized machine and grind our prescriptions as the butcher does sausages.

A recent writer on optical topics in one of the trade journals bewails the fact that the multiplicity of instruments now on the market for measuring the refraction, bids fair to be the ruin of the business, as they will render the operation of

"Silverware that Sells."



BISCUIT—No. 0101. List $7.00.



COMBINATION SUGAR AND SPOON HOLDER—No. 921.
Ruby Glass Lining. List $5.50.



CAKE PLATE No. 79. List $3.50.



BUTTER - No. 268. List $5.00.

There is nothing "Cheap" about our goods but the price.
The workmanship and finish are "High Grade."
It pays to handle High Class Goods that sell fast and time has proven that ours do.
We have a better line than ever this Fall.

Standard Silver Company, Limited,

35 Hayter St., TORONTO, CANADA.

sight testing so simple that no expertness would be necessary.

My own impression is that the increase of instruments but multiplies the difficulties, and while the many good and useful instruments now in use are of positive assistance, success requires, not less, but more, expertness than with the more antiquated methods of trial case. Just in proportion to the ease and ignorance with which results are accomplished, so is their value, and while "any old method" may do for a good man, no means can bring success without close attention to detail.

My dual occupation of instructor and dispenser combined with the experience gained by many years of practice, affords an excellent opportunity of drawing a parallel between the bright and ready student and the successful optician, and by successful I mean one who is "getting on" financially, and I am prepared to state emphatically that the process of evolution is not by any means a matter of course. Let us look for the reason. I believe that the frequent want of success, where the necessary qualifications in regard to knowledge are present is to be attributed largely to ignorance, or neglect in advertising, and to inattention to small details in refracting and fitting. I shall confine myself, therefore, to the two points.

The very fact that the bright student is bright and knows it, often mitigates his success. He knows it and supposes the public know it also, so he neglects to advertise himself.

This brings me to a subject as vital to the success of the optician, and of such tremendous proportions that I am going to ask your attention while we discuss it thoroughly.

Advertising has been defined as "the means by which one induces or creates a demand for his wares or services." Any act, therefore, which would assist in bringing our services as an optician in demand would be considered as advertising. There are, of course, a multitude of methods in use for the purpose, but for the sake of discussion to-day, I am going to classify them into two groups which I shall designate personal and literal. By the latter I mean any form of circular or newspaper work, and by the former any personal act by which a certain amount of notoriety is gained, by which the object of all advertising is attained, the selling of goods.

In regard to literal advertising, the country is full of advertising specialists, and I am going to content myself with offering a few trite maxims, which I believe will commend themselves to your judgment.

In running a newspaper, the thing of importance is to first get the news, then "make a fuss about it." In advertising be sure your goods are right—then make all the fuss you can.

It is of more importance to the community of housewives to know where to get the greatest returns for the least outlay than to be posted on the latest news from the Transvaal, China or Detroit.

Continuous advertising is the only kind worthy of the name. If you close any department in your store for a certain period you certainly would not expect it to boom during the interval. Why look for different results from the advertising department.

False statements in advertising are like proving an alibi, "they won't prove." They usually act as a "petard" by which the advertiser get a "hoist."

The student's first desire is a diploma, and yet it has no value in the sense that diplomas are usually valued. He can practice without let or hindrance, but it is his first advertisement. It tells the public of his qualifications. The inclinations of the optician to invest in degrees and trimmings is but the same malady in the advanced stage.

This desire for alphabetical adornment is apt to lead to extravagant titles, and the Doctor of Optics, B. of O., M. O., furnish a case in point.

But remember you don't become a man of letters, or of optics, by putting the alphabet after your name.

One suffix alone the fact expresses, and that is an "a" and a couple of "ss."

An advertising plan has recently been promulgated to supply the opticians with a title at so much per year. The word "Opticist" has been coined and patented for the purpose. There has been a great amount of unnecessary bitterness in connection with this inoffensive little new comer. The facts are simply these: a business house copyrights a certain word for the purpose of deriving a dividend from the sale. It is purely a business transaction. If the individual members of this, or any other society decide that the use of this word will increase their revenue they are justified in its use and will pay for it, and if not, no official action of these societies will avail one particle in its introduction and use.

My own opinion is that too much dictionary has been used in the arguments brought forward and not enough common sense. The best word to designate any object or calling is the one best understood by those who would have use for it. If you ask to be directed to an optician, you will in nine cases out of ten be shown to where glasses are sold and eyes are examined. Should you enquire for an "Opticist" the only person capable of directing you would take you to his own store.

Mr. Amsden was applauded upon the completion of his address.

LEO WORMSER, of the Julius King Optical Co., and wife, had a narrow escape from being fatally injured while returning home from the theatre in a cab. At Eighth Ave. and 60th St., Mr. Wormser's cab was struck by an Eighth Ave. electric car so forcibly that the horse and shafts were completely severed from the cab itself, though the latter was not overturned. Mr. Wormser sustained no injury, but his wife was slightly bruised about the head and suffered somewhat from the shock.

ANNUAL STATEMENT.—Springfield, Mass., Sept. 17th.—The Waltham Watch Tool Co., of Springfield, have filed their annual corporation statement with the Secretary of State through J. McFethries, as treasurer. Their figures are as follows: Real estate and buildings, $23,000; machinery, $24,622; cash and debts, $7,419; manufactures and merchandise, $37,940; patent rights, $4,686; wood cuts, patterns and drawings, $4,314; furniture and miscellaneous, $1,184; total, $103,171. Capital stock, $45,000; debts, $47,204; profit and loss, $6,467; reserved for depreciation, $2,500; total, $103,171.

QUESTION. Opinions, of what use are they?

ANSWER. Everything or nothing, it depends altogether upon who gives them.

We herewith publish the candid opinions of jewelers who know whereof they speak, and who have the courage of their convictions. We have many opinions of this kind which we shall publish from time to time. Remember THEY know whereof they speak.

SHERBROOKE, QUE., Sept. 17, 1900.

H. R. PLAYTNER, ESQ.

DEAR SIR,—It gives me great pleasure to recommend the Canadian Horological Institute. It is more than five years since I finished my year's course, and I have had time to find out if it really paid to attend or not. Before I attended the school our business decreased from year to year. Since returning it has increased each year, and is now more than three times as great as it was the first year after my return from the school. I attribute this success in a great measure to knowledge gained at your Institute.

I would also add that I have read your latest catalogue through carefully, and can endorse every word of it as being absolutely true.

Yours sincerely,
A. C. SKINNER.

EVANSVILLE, IND., Sept. 10, 1900.

MR. H. R. PLAYTNER, TORONTO.

DEAR SIR,—I desire to sincerely congratulate you on the success of the C. H. I., and to again express to you my best wishes for the future. Six years of experience at the bench, repairing all kinds of watches, from the cheapest Swiss to the finest repeaters, chronographs, etc., following the two years' course at the C. H. I., have caused me to realize more and more the practical value of the thorough training that the C. H. I. furnishes to its pupils.

I firmly believe that the high character of your work, the benefits accruing (pecuniarily) to the students and in a broader sense to the trade in general, by eliminating the "botch," and elevating the standard of workmanship, should merit a still greater measure of recognition, and even more liberal patronage. Commending your Institute to all interested, I am,

Very respectfully,
J. L. THUMAN.

THE LIST OF 13 DIPLOMA HOLDERS

last month received the addition of three most worthy names in the persons of

J. O. PATENAUDE, NELSON, B. C. Post Graduate Honors Diploma. (Senior member of the firm of J. O. Patenaude & Co.)

C. W. PARKER, OAKLAND, N. Y. Diploma Grade A1.

GEO. G. KOEBERLE, SUMNER, IOWA. Diploma Grade A.

This makes in all 16 persons who hold this valuable, jealously-guarded and highly-prized document. 16 Diplomas in 10 years.

The new term has now begun. Additional students should enter without delay. Terms reasonable, circulars free on application.

CANADIAN HOROLOGICAL INSTITUTE,

H. R. PLAYTNER, Director.

115 to 121 King St. East, TORONTO, ONT.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(*Continued.*)

Circulars.

A circular is any printed matter published by a particular house for the purpose of advertising their particular wares.

The term includes everything, from the art catalogues published by the most enterprising merchants, down to the cheap and nasty "dodger" advertising the opening of a new grocery store on a bye street.

Being devoted to advertising the interests of one particular house, circulars if properly distributed, naturally do so in a more emphatic way than newspapers.

Like all other forms of advertising, circulars call for careful consideration, both in their preparation, printing, etc., and above all in their distribution.

In newspaper advertising you merely have to be assured of the circulation and the class of people by whom it is read, but with circulars the distribution rests with yourself, and demands much care and system.

Haphazard circularizing is a lottery. Systematic circularizing is a certainty, provided, of course, the circulars and the system are all right.

Advertising matter adapted to one class of the community or to one kind of people may be entirely lost, in some cases may be positively injurious, if circulated among a different people or community.

A capital story illustrating this point is told by a writer in the Rochester *Post Express*. A certain firm of agricultural machinery-makers were anxious to extend their trade into Germany. They were enterprising and liberal advertisers and their first idea was to flood Germany with advertising pictures which would be hung up in stores and shop windows and which could not fail to attract attention. The design which was executed in the highest style of color lithography, represented a mowing machine driven by the Goddess of Liberty in shining and polychromatic garments of scanty proportions and drawn by a team of Bengal tigers. It was a brilliant placard. Any American country storekeeper would gladly have hung it up for its decorative value, and the average American farmer would have been greatly impressed by it and would probably have understood its symbolism without any explanation. The net result of the effort to circulate in Germany, however, was a letter from a company's agent in that country from which the following extract is made,—

"The picture of your admirable machine, of which I the receipt of 10,000 acknowledge, is not useful in this country, and it is of much regret to me that I request to return them permission. The women of our country, when by circumstances to do agricultural work compelled, do not dress as your picture shows is the custom in your wonderful country, and would not even deem such garments with modesty to consist. Also we do not tigers for draught purposes cultivate, they not being to

A Question of Spex



Do your eyes tire easily?
If so, You need Glasses.
Do your eyes burn?
If so, You need Glasses.
Does the type become blurred in reading?
If so, You need Glasses.
Do you suffer from frontal headache?
If so, Glasses will Help You.
Do you know if you have perfect eyesight?
If not, we can Inform You.
IT WILL COST YOU NOTHING.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 58.

Defective Glasses.



Glasses exactly right two years ago may be far from right to-day.
The eyes change. We will examine your eyes free, and will only recommend a change if absolutely beneficial.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 59.

Eye Comfort



is obtainable through the aid of perfect fitting glasses.
Our spectacles and lenses are guaranteed perfect in fit and focus.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 60.

OCTOBER.

Paper Boxes, Leather Boxes, Velvet Boxes.

Golden Oak Cabinets, Polished Trays in Walnut, Oak and Cherry.

FOR JEWELLERS.

All Our Own Make.

REMEMBER

We are the only firm in Canada that makes everything you need in Paper Boxes, Jewellers' Cases, Tags, Cards, Trays, Grips, Envelopes, Lithographing, Embossing, Printing, in colors and Gold. Silk and Velvet pads. Rolls for Flatware. Fancy woodworks, etc.

All in one factory under one manager. It will pay you to buy all your goods in Jewellers' Sundries, etc., from us.

If you are not already dealing with us send us your orders and be convinced that our goods and prices are right.

We have every faculty for turning out the best work on the shortest possible notice.

We also carry a very large stock of all Standard Lines and can fill your orders promptly.

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - TORONTO, ONT.

the country native, nor in our experience of such work well suited. I have to my customers explained with earnestness that your picture is a 'sinnibild' (allegory) and does not mean that your admirable machine should be operated by women too little clothed, nor is it necessary that the place of horses shall be animals from Zoologischer Garten be taken. I cannot use them as you instruct, and your further advices respectfully await."

(To be continued.)



UNITED STATES.

THE jewelry store of R. Richmond, 1009 South St., was robbed recently of four watches and five clocks, worth $120.

N. J. KEYES, a jeweler of York, Neb., accidently shot himself with a target rifle. The bullet went through his right lung and lodged in his back.

THE acid works of the Fahys Watch Case Co., Sag Harbor, which were almost demolished by fire some months ago, have been rebuilt and enlarged.

THE will of the late Oscar M. Draper is being contested by one of his immediate family, and interesting hearings are anticipated in the Probate Court.

THE Curley Cutlery Co., at Hotchkissville, employing 20 hands, have decided to close up there and move their whole business to Brooklyn, New York. The reason for going is the scarcity of water.

C. L. HIGGINBOTHAM, superintendent of the watch department of Seth Thomas Clock Co., of Thomasville, has resigned his position and has gone to Springfield, Ill., to take a position with the Illinois Watch Co.

NO CLEW has been discovered that can lead to the apprehension of the burglar who robbed R. B. Stevenson, Cedar Rapids, Ia., of $1,800 worth of jewelry. The stolen property was nearly all watches and rings.

IN ONE of A. & C. Feldenheimer's windows, Portland, Ore., there are four very fine specimens of gold ore to be seen, which attract a crowd almost reaching to the curb. These specimens are from a mine in California, just 20 miles from the Oregon border. They are valued at $700, $250, $36, and $30, respectively.

SUICIDE.—Philadelphia, Pa., Sept. 14.—Disappointed in love and somewhat involved financially, Hans Saling, jeweler, clockmaker, and dealer in art objects, at Pottsville, Pa., and known to the trade of Philadelphia and eastern Pennsylvania, committed suicide, Monday night, by shooting himself at the rooms of the Pottsville Liederkranz.

SAMUEL H. GALPIN, father of Samuel A. Galpin, president of the New Haven Clock Co., died at his summer home in West Haven, near New Haven, Sept. 12. Mr. Galpin was 88 years old. He lived for many years in Washington, D.C. Death was due to the debility of old age. He was years ago a prominent resident and railroad official at Bristol, Conn., where President Galpin's youth was spent. The funeral and interment was in Hartford.

THE New York police recently received word of the capture in Chicago of Charles McGrath, who is charged with the robbery of $1,200 worth of jewelry from a firm in this city. McGrath was employed as clerk by a Grand St. pawnbroking firm, and at the time of his disappearance much valuable jewelry was missing. He was arrested at 263 Clark St., Chicago, where he had registered as "Harry Williams." A Central Office detective left for Chicago to bring back the prisoner.

GUIANA DIAMONDS.—Washington, Aug. 18.—Diamonds, considered by London dealers superior to those from South Africa and valued at from 25 to 50 per cent. higher than those found in that region, have been discovered at the diggings up the Mazaruni river, in British Guiana, according to a letter to the State Department from United States Consul Moulton, at Demerara. Concessions of land for diamond mining are being made and the industry promises well, as the stones already found are pronounced fully equal to the Brazilian diamonds.

ARRESTED.—Philadelphia, Pa., Sept. 17th.—Wm. G. Earle, whose store at 13 N. 9th St. was robbed shortly before his return from abroad, some weeks ago, of diamonds worth over $2,100, received to-day a dispatch from Chicago, stating that Henry, alias "Kid" Henderson, a notorious jewelry store thief, had been arrested in that city on suspicion of being implicated in the Earle robbery. The thief will be brought to this city on requisition papers for trial. Henderson is a man with a national record, and is said to have been connected with several big jewelry robberies in New York, Boston, this city, and elsewhere.

CUSTOMS Inspector Timothy Donohue made a seizure of a diamond necklace upon the arrival of the Hamburg-American liner, Furst Bismarck. The necklace was taken from the pocket of an overcoat carried by C. W. McKelvey, a passenger, as he was leaving the dock. The case, which was taken to the Appraiser's stores, bore the address of "Miss Helen T. Barney, 101 E. 38th St.," and it is understood that the jewel was intended as a present from her father, T. C. Barney, a real estate dealer, of 71 Broadway. McKelvey was not arrested. An attempt to obtain the jewel by compromise is now being made by Mr. Barney.

ELIHU R LYLE, foreman of the hair-spring department of the American Waltham Watch Co. factory, has tendered his resignation, the same to take effect at the end of September. Mr. Lyle has been identified with the American Waltham Watch factory for 32 years, and was assistant foreman under the late foreman, John Logan. Upon the death of Mr. Logan, several years ago, the room was divided, M. H. Stevens being made foreman of the main-spring department and Mr. Lyle foreman of the hair-spring department. The vacancy caused by his resignation will be filled by the promotion of assistant foreman W. H. P. Smith.

F&B The "STRATHCONA HORSE"

F&B TRADE MARK REGISTERED

F&B TRADE MARK REGISTERED

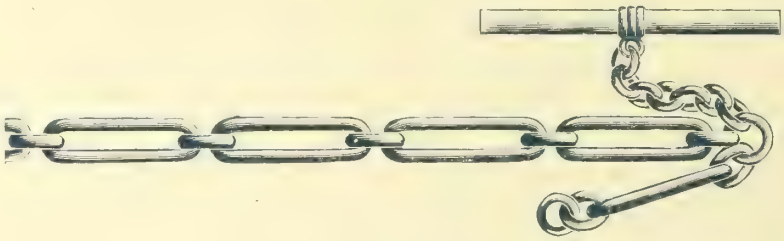
Was no more welcome to Gen. Roberts' army than honest goods are to the Canadian dealer; this accounts for our large sales in Canada.

We make **VEST CHAINS, FOBS, LOCKETS, CHARMS, BRACELETS, PINS and EARRINGS** in Fine Rolled Gold Plate, and, being made by our special processes, will wear for years.

BEST QUALITY and FINE FINISH are the two results we work for.



1730. LOCKET.



1213. VEST CHAIN.



1674. LOCKET.

Remember, we make the only complete line of **Sterling Silver Toilet and Manicure Goods and Sets** in the country, besides articles for the desk and a great many other useful things.

All are made of heavy silver and are finely finished, while the steel parts are the finest to be obtained.

The prices at which we sell these goods can only be reached by an immense factory like ours, which is equipped with all modern appliances for the production of perfect goods.

Remember, we can lay these goods on your counter, DUTY PAID, cheaper than any other house in the country.

THEODORE W. FOSTER & BRO. CO.,

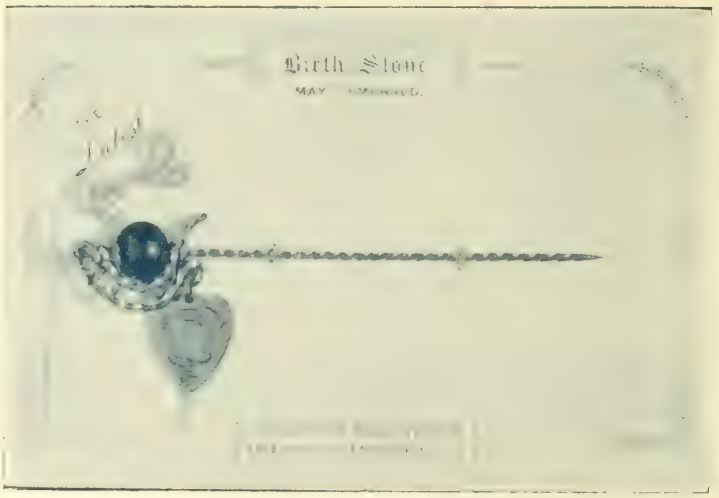
JEWELERS and SILVERSMITHS, - 100 Richmond Street, PROVIDENCE, R.I.

Our Canadian Representative: MR. GEO. E. SMITH, 350 King St., KINGSTON, ONT.

BIRTH STONE BANGLE RING.



Prices from $2.50 to $6.00 per doz., in fine Rolled Plate.



The above is one of our latest. We have them in the Twelve Birth Stones and they are pronounced the best thing out for the price, $3.60 per doz.

KLONDIKE BANGLE RINGS.



From $3.00 to $6.00 per doz. Bangle Rings in endless variety.

One gross of Birth Stone Pins, with the name of any town or cut of building on the bangle, for $36.00.

You will make no mistake in ordering some of these.

Prices subject to catalogue and cash discounts.

S. BREADNER, MANUFACTURING JEWELER

CARLETON PLACE, ONTARIO.

MILITARY OPTICS IN EUROPE.

At the present time military matters occupy a not inconsiderable portion of public attention, and in many ways the optician may have a special and technical interest in modern military equipment, says the London *Optician*. Action now commences at ranges far greater than those of former campaigns; and with this increase in distance, optical instruments for the location of an enemy's position assume an importance which can hardly be overrated. The detection of entrenchments, and especially artillery emplacements, is an essential preliminary to range-finding, and in this connection a description of the "Sheeren-Fernrohr," or scissors-telescope, employed in the German army, may be of interest.

This instrument is a telestereoscope with variable separation of the objectives, and one at least is now carried by each battery of the German artillery. The smaller sizes are adapted for hand use, the largest is mounted on a tripod by means of clamping links. The two arms of the telestereoscope are pivoted so that they may be moved vertically, as a pair of scissor-blades—hence the name of the instrument. The motion of these arms causes a separation of the objectives at their outer ends, and the magnitude of this separation is shown on a scale. This separation may be as much as five feet, a distance which is sufficient to separate the planes of an object five miles away to the same extent as ordinary vision would do at a quarter of a mile. It is this power of affording perception of relief which renders the instrument so valuable for the detection of slight rises or depressions in the ground level, especially entrenchments which are difficult to perceive through an ordinary telescope—which destroys perspective, however high the magnifying power. As regards the latter, the scissors-telescope is furnished with adjustable eye pieces of 10 to 20 diameters magnifying power. One other advantage, though a minor one, is of distinct value to the operator. It is perfectly possible for him and his instrument to be shielded, only the objectives of the telescope projecting on either side of the shelter. So, also, if great relief be not desired, the objectives may be brought together at a height of more that two feet above the operator's head in order to look out of a trench, and under these circumstances the instrument still gives equal relief with an ordinary binocular. It is not only the adoption of this instrument by Germany that gives it importance; the current number of the *Revue d' Artillerie* contains a very powerfully worded appreciation of its virtues by M. Daubresse. With the increasing range of artillery it is probable that instruments of this class will come more and more into notice; meanwhile, the merits of any appliance which aids in the discovery of guns at a distance, and obviates the necessity of exposing troops to draw the enemy's fire in order to locate his guns, should at least be tried. Telescopes are cheap, men's lives are dear.



STANDARD SILVER CO. BASE BALL TEAM, OF TORONTO.

NAPOLEON'S "GOLD" SNUFF BOX.

An interesting and fully authenticated relic of Napoleon came up for sale at Sotheby's, London, June 18—the anniversary of Waterloo. This was a silver-gilt snuff box embossed with a wreath of vine leaves and grapes. On the inside of the cover is the following inscription: "Presented to Archd. Arnott, Surgeon of H.M.'s XXth Foot, by Napoleon Bonaparte on his death-bed, at St. Helena, 1821." On a small panel on the lid the letter N is roughly scratched. This relic remained in the possession of Dr. Arnott until his death in 1855, when it passed by will to Francis Shortt Arnott, who at his death left it to his son Archibald Arnott, J. P., of Rathcormac, County Cork, and it was until June 18 the property of a nobleman. Forsyth refers to this box in his "Captivity of Napoleon at St. Helena," and mentions that in addition to the box a sum of 600 napoleons was ordered to be presented to Dr. Arnott in acknowledgement of his services. The box realized £140.

SEPT. 11 the stock and fixtures belonging to Thomas J. Church, Auburn, N.Y., were sold by the sheriff. At first the sale was made in lots which aggregated but $848. The property was then put up in bulk and sold for $2,000. Frank S. Colburn, as attorney for Theodore M. Fisher, was the purchaser.

A MEETING of the directors of the International Silver Co., was held at the headquarters of the company in Meriden, Sept. 12. It is stated that only routine business was transacted, the matter of resuming dividends on the preferred stock not being considered. A Wall St. report on the subject to New Haven financial houses says that a leading man in the company reported that the company's business was good, and warranted the expectation that dividends would be resumed in case McKinley is elected.

THE TORONTO SILVER

ELECTRO SILVER PLATE.



SUGARS.

No. 185. $5.00 List. No. 187. $4.50 List. No. 176. $5.50 List. No. 186. $5.50 List.



BERRY DISHES.

No. 291. $8.50 List. No. 290. $7.50 List. No. 293. $9.50 List.
No. 292. $7.00 List.

PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

STERLING SILVER.



No. 173, SUGAR. $10.40 List.

No. 733, TRAY. $39.00 List,
No. 234, BUTTER. $10.20 List.

No. 173, CREAM. $9.60 List.

Bear in mind the fact that we are NOT in THE TRUST or MEMBERS of any SILVERWARE ASSOCIATION or COMBINE. We make our own prices and are not dictated to in any way by others. Taking into consideration Design, Quality (which is fully guaranteed) and Finish, we have no hesitation in saying that our prices are the lowest on the market. Our line is very complete and practically ALL NEW and it will certainly pay you to wait until one of our (6 travellers, viz.: Fidler, Grundy, Walker, Ryan, Hills and Gooderham, have called on you, or until you have received a copy of our New Catalogue, before placing your orders.

London, England, Salesrooms:
23 Tavies Inn, Holborn Circus.

Factory and Salesrooms:
King St. West, Toronto, Can.

E. G. GOODERHAM, Managing Director.

"Not in the Trust."

C. ROGERS & BROS., OF MERIDEN, CONN., are in no way connected with the *"Silverware Trust,"* but are *independent manufacturers* of the celebrated C. ROGERS & BROS.' A1 Spoons, Forks, Knives, etc. They are also the *only* LIVING ROGERS BROTHERS making silver-plated ware. The above trade-mark is a *guarantee* of the best in quality, workmanship and finish.



Of the many reasons that make SPOONS, FORKS, KNIVES, Etc., bearing the trade-mark "C. ROGERS & BROS., A1," superior to all other so-called "Just-as-Good" Rogers brands, one of the chief causes for the well-known excellence of our goods is due to the process of HAND BURNISHING which is used by us in manufacturing them. While more expensive than Machine Burnishing generally used by other manufacturers it gives life and durability to the ware that can be obtained in no other way. This process allows more silver to remain upon the goods—and that means that they will wear longer—and also produces an unequalled lustrous finish.

C. ROGERS & BROS., of MERIDEN, CONN.

THE Toronto Silver Plate Co., LIMITED,

CANADIAN AGENTS.

MR. DOOLEY WANTS A WATCH.

Mr. Dooley, the new humorist, who has taken the reading public by storm, is a philosopher, with an exceedingly keen insight into human weaknesses and vanities. Many a shrewd hit at the accepted conventionality which cloaks the real feelings of human nature are to be found in his humorous comment upon men and events. In the course of a perusal of his book we found Dooley discoursing one evening with his friends on the difficulty of getting Christmas presents which are really wanted. His attempts to obtain a watch on one occasion ended in dismal failure :—

Wan year I wanted a watch more thin anything in th' wurruld. I talked watches to ivry wan that I thought had designs on me. I made it a pint to ask my frinds what time iv night it was, an' thin say, "Dear me, I ought to get a watch if I cud affoord it." I used to tout people down to th' jooler's shop, an' stand be th' window with a hungry look in th' eyes iv me, as much as to say, "If I don't get a watch, I'll perish." I talked watches an' thought watches an' dhreamed watches. Father Kelly rebuked me f'r bein' late f'r mass. "How can I get there before th' gospil, whin I don't know what time it is?" he says. "Why don't ye luk at ye'er watch?" he says. "I haven't none," says I. Did he give a watch? Faith, he did not. He sint me a box iv soap that made me smell like a coon going' to a ball in a State Sthreet ca-ar. I got a necktie fr'm wan man; an' if I wore it at a meetin' in the Young Hebrews' Char'table Society, they'd 've thrun me out. That man wanted me kilt. Another la-ad sint me a silk handkerchief that broke on my poor nose. Th' nearest I got to a watch was a hair chain that unravelled, an' made me look like as if I'd been curryin' a Shetland pony. I niver got what I wanted, an' I never expect to. No wan does.

HE BOUGHT A WATCH.

There was a countryman in Atlanta recently who had a tale of woe which he related to every one who would listen to him.

He had bought a watch without desiring to make such a purchase, and had done so against his own will.

He bought it at auction, and said he had been "swindled into it."

"I went into the auction room," said he in a hurt tone of voice, "and the auctioneer was crying off a watch. A fellow came up to me and said that he had an interest in the auction house, and he'd give me $1 to bid that watch off for him, as it was going much cheaper than he wanted it to sell. I agreed to it and the watch was knocked off to me. He told me to take the watch into the bookkeeper and turn it over to him. I went in and the other fellow that had been bidding against me followed me in there kicking about me being a by-bidder. He raised such a rumpus that the bookkeeper said to me :

"I never spoke to you in my life, did I?"

"'No, you never have,'" I replied.

"The bookkeeper then took me aside and asked me just to pay for the watch to quiet that fellow and he would give me back the money when he was gone. I did so, but when I went back for my money he didn't recognize me and none of the fellows connected with the concern knew me. I threatened to have them arrested but they just laughed at me. It was a swindling scheme, and the fellow that was bidding against me was into it."

He was very much wrought up over the affair and went home sadder, but richer by the possession of a brass watch, than when he came.—*Atlanta Constitution.*

CLEVER DIAMOND SMUGGLING.

"Talking about smuggling reminds me of a trick I saw resorted to by a passenger on one of the big Cunarders a couple of years ago," said a loquacious commercial traveller. "You know there is a duty on diamonds, and one of the passengers had three large stones, worth several thousand dollars, which he had purchased in London. The problem of how to evade paying duty on the stones worried him considerably, but at last he evolved a plan, and a few days before the steamer arrived in New York he proceeded to execute it.

"The chief officer had a little skye terrier, and the passenger after considerable coaxing induced him to sell the dog. As soon as the smuggler gained possession of the animal he tied him up and gave him nothing to eat until just before we were to go ashore. He then procured some fat meat from the cook, and cutting off a piece a little larger than a walnut made a hole in it into which he placed one of the diamonds.

"A dog will generally bolt a piece of fat without chewing it, and, of course, a diamond will go down with it. The hungry dog swallowed the meat, as his owner expected he would, and in a short time the three diamonds were safely stowed away in his interior. The diamond smuggler had no difficulty in evading the vigilance of the custom house officials, and was soon on his way up town, leading the dog by a string.

"I met him again a few days afterward, and asked him how he recovered the stones. 'Easily enough,' he replied. 'As soon as I got home I shot the dog and found the diamonds after a short search. Of course I was sorry for the dog, but dogs are cheap and the tariff on stones is high, and I never allow sympathy to interfere with business.

THE HAND-MADE TRADITION.

A tradition of which one gets rather weary in Europe is the hand-made tradition. You want to buy something in silver, for instance. The price makes you open your eyes and you begin the familiar refrain of all good Americans, viz. :

"Why! At home we can buy one very much handsomer than that and for a good deal less!"

Whereupon the foreign tradesman smiles a superior smile and says, condescendingly :

"Perhaps, madame; but not hand-made. This is hand-made."

Then you look at it and you feel sure he has told the truth because no machine could turn out such an apology for good

NOT "ROGERS" ONLY---BUT "1847 ROGERS BROS."

"1847" is the identifying mark of the genuine—remember "1847."



"Berkshire" Pattern.

Design Patented.

SPOONS, FORKS, KNIVES, ETC.

Stamped with the Prefix "1847," followed by "Rogers Bros." as a complete trade mark, are examples of what can be produced after half a century of experience in conceiving, designing and making, by a company with ample capital to produce wares under the most favorable conditions—facilities not possessed by any other concern or individual.

The name "Rogers" is not the only desirable feature, but is secondary to the general excellence of the ware itself, which will at once create a favorable impression. "1847" goods are better, more salable and bring higher prices than ordinary "Rogers" because they are worth more—cost us more to make—they are not cheap, but good, thoroughly good.

We help the dealer to sell "1847" goods. Send for Circular No. 1052, and our latest Pocket Catalogue No. 60.

MERIDEN BRITANNIA CO., MERIDEN, CONN.

New York City: 9-11-13 Maiden Lane, 1128-1130 Broadway, and 208 Fifth Ave. CHICAGO: 195 State St.
SAN FRANCISCO: 134 Sutter St. HAMILTON, ONT., CANADA. LONDON, ENGLAND.

workmanship. Good hand work is, of course, better than mechanical work; but it is absurd to produce designs which are so rude as to defy classication and demand a good round price for them because, forsooth somebody has hacked them out by hand. In Venice, for instance, they produce spoons, pins, charms, all sorts of things ornamented with alleged representations of the lion of St. Mark's. As a matter of fact it would take a good guesser to tell whether the lion was a pug dog or a range of hills, but the animal comes high because somebody wadded it out by hand.

Said a French woman, loftily, the other day : " We don't give presents over here unless they are hand-made. Machine-made presents don't count."

This doesan't happen to be true, but it is an echo of the refrain about hand-made work.—*paris letter to the sun.*



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

Workshop writes: Please inform me how to wash a chamois skin so that it will retain its softness after drying ?

Let the skin soak in hot water for an hour, then wash thoroughly with Castile soap, rinse several times in clear cold water, wring it as dry as possible and hang out to dry on a line. Of course no skin can be restored to the same condition as when new, but this process of washing will leave the chamois in good serviceable shape.

Dial writes: What composition makes the whitest cement to patch enamel dials with, and how is it put on ?

Scrape some pure white wax and mix it with an equal part of zinc white, melt the mixture in a porcelain vessel over an alcohol flame and let it cool. To use, warm the dial sufficiently to enable you to press the cement well into the broken parts of dial, then scrape it level with a sharp knife and afterwards warm the dial very slightly to improve the gloss on surface of cement.

Bent Tooth writes: Can you tell me how the teeth in American centre wheels become bent, when the pinion is a safety one. I can understand them being bent in Swiss watches sometimes, when a mainspring breaks, but with a patent centre pinion which unwinds when the spring breaks it is a different matter, and, as I have not been able to solve it, I come to you ?

There are just two reasons that we know of to account for it outside of careless handling of the parts of a watch when taken to pieces, and they are : (1) Safety pinion being stuck or too tight on to unwind when mainspring breaks, and (2) A good many ¾ plate American watches have one end of the pallet bridge run somewhat under the centre wheel, and when the attempt to take the screw out of that side of the pallet bridge is made the screw driver is allowed to catch against a tooth in the centre wheel and force it. With such watches the centre wheel should be removed before the pallet bridge, and likewise when putting the watch together the pallet bridge should be screwed down before the centre wheel is put in.

Gilding writes: Would you please give me a recipe for plating watch cases so that they will have a 14 karat gold appearance. I have rigged up a plating outfit with solutions, scratchbrushing lathe, etc ?

We gave a formula for this class of work about a year ago, but if you have not the back numbers it would be useless to refer you to the number, so will repeat the instructions. Use cyanide of gold solution, and an electric current. For a pint of gold solution dissolve the contents of three fifteen-grain bottles of chloride of gold in a large tumbler half full of distilled water. Next dissolve one ounce of pure cyanide of potassium in another tumbler two-thirds full of distilled water ; as soon as the cyanide is fully dissolved, pour a little of this solution into the chloride of gold solution, stirring with a narrow strip of glass. The addition of the cyanide solution to the gold solution will cause a brown powder to form in the gold solution. This brown powder is cyanide of gold. Keep adding carefully of the cyanide solution, and stirring as long as any precipitate forms. Be sure you only add enough of the cyanide solution to precipitate all the gold, because if you add one drop more than is absolutely required, the gold precipitate will be re-dissolved, and you will lose just so much gold. Allow the cyanide of gold to settle, then pour off the liquid above the precipitate. Pour on clear water, allow the precipitate to settle and again pour off the water. Repeat this operation four or five times to thoroughly wash the precipitated gold. Now, pour upon the precipitate, a little at a time, enough of the cyanide solution to dissolve the gold, and add a little extra as free cyanide. Distilled water is then added to make a pint. This solution will suit your purpose admirably.

Mainspring writes: Is there any rule regarding the proper dimensions of mainsprings for certain sizes of watches. If so, kindly give it to me. Sometimes I am at a loss to select a spring, when, for instance, I find that someone has put one in a watch only about one-half the full width the barrel will allow it to take, then I am not sure what the strength should be ?

Experience is the only rule and teacher, and the best way to get this knowledge is to carefully note the width and strength of springs in all watches you meet with, then you get to know and remember what such and such a size and quality of movement requires to produce a good live motion, at the same time not too great.

Des Moines, Ia., Sept. 15.—N. M. Campbell has brought suit against the Iowa National Bank, claiming judgment for $500 by reason of the alleged theft of diamonds and jewelry while on deposit in one of the bank's strong boxes. She states that on Sept. 1, 1896, she leased a deposit box from the bank, and placed therein two diamond earrings, one diamond gentleman's stud set, one gold watch and chain and certain sterling silver spoons, all to the value of $500. Between that time and Dec. 15, 1899, she alleges that some one stole the outfit from the box, and as there were only two keys, she having one and the bank the other, she holds the bank responsible for the loss.

THE TRADER

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, OCTOBER, 1900. No. 9.

TRUTHS.

You may hide Truth.

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You may cover it, disguise it, deny it.

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You may down it for a time—but only for a time; for, do what you will, Truth will prevail in the end.

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The Dueber-Hampden Works are the largest and best-appointed watch works in the world. That is Truth.

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The Dueber-Hampden Watch is the most accurate and reliable in the world, "The Best." That is Truth.

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The success of the Dueber-Hampden Works, the success of the Dueber-Hampden Watch is unequalled. That is Truth.

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And Truth will prevail.

Alvorado, Texas.

I am a chief dispatcher at this station for the M. K. and T. R. R., and am the possessor of one of your new 17-jewel watches named "New Railway." It gives perfect satisfaction and is one of the best timekeepers on the road.

O. E. MAER.

LABOR AND MACHINERY

To produce a perfect watch, perfect labor and perfect machinery are necessary.

The attributes of the workmen must be skill, integrity and the ability to fill perfectly the positions assigned to them. The machinery must be modern, practicable and perfectly adapted to their requirements.

All this, the reader will say, is self-evident. True; but how many watch factories are there who can boast of perfect labor and perfect machinery?

The management of the Dueber-Hampden works have made a study of the labor and machinery questions, with the result that their skilled labor and their machinery represent the very best obtainable.

So far do they carry care and discrimination, that no help is hired without passing muster before John C. Dueber personally, the President of the Dueber-Hampden Works; no machinery is made or purchased, be it ever so trivial, without Mr. Dueber's sanction, and not one is there in the vast army of hands, from foreman to errand-boy, with whom Mr. Dueber is not personally acquainted.

Therefore it is that the high order of talent employed by the Dueber-Hampden factories cannot be equalled by any or all of their competitors.

Let Canada time Her Progress by the Dueber-Hampden Watch.

CASE-TALK.

Over thirty-five years ago the first Dueber watch case was born.

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It triumphed. Then, with every new case, the triumph of Dueber goods grew more pronounced.

◆◆◆◆

Why? Because "What is worth doing, is worth doing well" is the motto under which Dueber goods are made.

◆◆◆◆

To-day, despite the tremendous growth of the enterprise, the same careful and rigid inspection is made of all Dueber goods, as when every case was passed upon by John C. Dueber himself.

◆◆◆◆

Dueber goods are: **Term and stamp** True.

DUEBER WATCH CASES make trade and hold it.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent Dueber-Hampden Watches.

393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MR. DRESCHER, of Bausch & Lomb Optical Co., paid a flying visit to Toronto on the 18th ult.

MESSRS. THOMAS & BOOTH, whose stores are to be found in various towns through Muskoka, have opened up an Optical Room in Sturgeon Falls.

THE ever popular "Frank" Le Febvre, having returned from the North-West, his customers "down east" are having the pleasure of his company once more.

J. J. ZOCK & CO. were unusually busy during the past month, especially during the two weeks of the Fair, when they were inundated with visitors and orders.

MR. R. F. DALE has recently completed a course in optics at the Canadian Ophthalmic College. Mr. Dale is a liberal advertiser and there is no doubt he will make a big success

MR. JOHN S. BECK, Brampton, Ont., and Miss Hannah M. V. Northgraves, of Ruth, Ont., were amongst the graduates of the Detroit Optical College during the month of September.

AFTER a short trip through Western Ontario, Mr. A. C. Merrett, representing H. & A. Saunders, is now calling on his customers in Eastern Canada, and reports business so far very satisfactory.

THE M. S. BROWN CO., Ltd., of Montreal, have placed on the market a very taking line of "general" charms, which are said to be very fetching and on which the trade can make good profits.

MR. J. S. LEO, president of the Montreal Optical Co., spent the second week of the Fair in Toronto. He met many of his old friends from various parts of Ontario and incidentally booked fall orders.

THE GOLDSMITH'S COMPANY will be pleased to mail a copy of their up-to-date Watch List to any jeweler who may not have received one. This little book will be found a valuable reference.

MR. OUIMETTE, of Southbridge, Mass., visited Toronto during last month, he was much surprised at the beautiful optical rooms to be found in Toronto. "Nothing like it in Boston" was his comment.

J. A. PITTS, of Montreal, general wholesale agent in Canada for the celebrated Boss Watch Cases, has a word to say to the trade in this issue that every reader of THE TRADER should peruse carefully.

THE GENEVA OPTICAL CO., of Chicago, had a very fine exhibit of their famous Rhetinoscopes at the Detroit Convention. Its practicibility was clearly demonstrated, and a large number of orders booked.

LAST month the employees of the H. & A. S. chain factory held a very pleasant excursion to Niagara Falls, which was greatly enjoyed by all who participated. They expect to make this an annual event.

MR. W. H. PATTERSON, of the firm of Smith & Patterson, Boston, Mass., paid a visit to his old home in Nova Scotia last month, and not only enjoyed the change but returned considerably improved in health by his outing.

DR. W. E. HAMILL, the principal of the Canadian College of Optics, will accept two students in his private office, the first of each month, to learn retinoscopy. For terms, etc., write him direct to 88 Yonge Street, Toronto.

MESSRS. E. & A. GUNTHER, of Toronto, have appointed Mr. J. A. St. Jean (formerly with Mr. Alfred Eaves, of Montreal), as their representative in the city of Montreal. His office is located at No. 1693 Notre Dame Street.

MR. R. J. ABBS, chief clerk of the Goldsmiths' Company, of Toronto, who was confined to his bed through illness for nearly a month, is about again and hard at work as usual. His many friends in the trade will be glad to hear of his recovery.

THE TORONTO SILVER PLATE CO., Limited, ask us to draw the attention of the trade to the fact that they are Canadian agents for the C. Rogers & Bros., of Meriden, Conn., who make a specialty of flatware and who have a world-wide reputation.

MR. T. W. LASKEY, jeweler, of Paris, was also a victim of the great conflagration in that town last month. His loss is reported at about $500, and it is said he was unfortunate enough to have no insurance. We trust that such was not the case, however.

IN ANOTHER PART of this issue will be found a couple of opinions from watchmakers who have tested the Canadian Horological Institute by going through its course. They are well worth reading. Look them up for they are both practical, and favorable to a worthy institution.

MR. H. G. LEVETUS is now back in Toronto, and will be glad to see his friends at his office at 65 Winchester Street, telephone number 4584. He is making Toronto his headquarters, will work Ontario, but will be in Toronto every Saturday, and will be pleased to hear from or see his old friends.

THE MONTREAL OPTICAL CO. have formed a base ball club. On the 25th ult. they scored a brilliant victory over the Windsor club. Score, 17 to 8. The names of the victors are: St. Pierre, c.; Morin, p.; Moore, 1b.; Chartrand, 2b.; Scarborough, ss.; Mignault, 3b.; Vezina, r.f.; Malouf, c.f.; Barrette, l.f.

GRANT'S GREAT GUARD is the name of a guard recently invented by Prof. Samuel Grant, of the firm of Henry Grant & Sons, Montreal. The manufacturers of all guards claim adjustability which is accomplished by twisting the metal. Grant's Great Guard is made from stiff metal and adjusted by means of a binding screw.

MR. A. MARKS, the genial representative of H. & A. Saunders, has been out this season with the H. & A. S. chains exclusively, and is so much gratified at the results of his work that he is now anxious to carry nothing but this popular line, and the firm is seriously considering the advisability of employing him in this capacity only.

MOST of the opticians visiting the Toronto Exhibition viewed the new premises of the Cohen Bros., Limited, and expressed great admiration of the systematic management of their factory, and particularly of the cleanliness. Every feature of the place was found to be strictly up-to-date, and a cordial welcome was extended to all visitors.

ADVICES from Croyden from the manufacturers about the middle of September, announce the shipment from England of the works and bells of the great Toronto City Hall clock. The firm expect that it will be delivered in Toronto before the end of September, when the workmen they are sending along with it will at once proceed to put it in place and set it going.

MR. J. E. WILMOT, jeweler, of Ottawa, suffered a bereavement on the 10th September in the death of his father, Mr. Nathaniel Wilmot, a well known and highly respected citizen of Kingston, Ont. The deceased gentleman was aged sixty-five, and had occupied some very responsible positions in the municipality, and was chairman of the Board of Works at the time of his death.

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PARIS EXPO

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LONGINES AND

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SITION, 1900.

NAUER,

IE CELEBRATED

AGASSIZ WATCHES

nd GENEVA.

LEVY BROS. CO., Limited.

HAMILTON.

Have Many Pretty European Novelties to Show.

A Full and
Complete
Line
To Suit the
Most
Fastidious.

Prompt
Despatch.

. . ALL THE LATEST IN . .

American Jewelry and Novelties.

American and Swiss Watches.

Hemsley Souvenirs,
Artistic Enamelled Novelties.

Ingraham and New Haven Clocks.

Seth Thomas Regulators.

MATERIALS AND TOOLS.

We hear that Mr. Julius Saunders has just returned from his semi-annual trip to the principal points in the Maritime Provinces. He states business was fair, but as we learn that their factory has been running every night since his return, and also that the firm refuse orders for October delivery, it appears as if he must have under-rated his orders.

Saunders, Lorie & Co. report a great number of visitors to inspect their new factory during the Exhibition, all of whom expressed themselves as both very much surprised and pleased at their up-to-date methods of manufacture and splendid equipment of labor-saving machinery. They made a large number of sales as a result of their enterprise in entertaining the trade.

Ready for Anything.—In a baseball match on Saturday afternoon, Sept. 15th, the team from the Hemming Mfg. Co., of Toronto, defeated the representatives of H. & A. Saunders by a score of 6 to 2. The victors consider themselves equal to any fortune and have shied their castor into the ring, and want any other Toronto firm to take up their defi. We trust they will be accommodated.

The Toronto Silver Plate Co., Limited, are a marked illustration of a thoroughly up-to-date, and of a progressive and aggressive company, inasmuch as they not only send a direct representative to Australasia, but have now a London, England, sample room at 23 Thavis Inn, Holborn Circus, where they are quietly exploiting the British market in a very satisfactory way.

Hymenial.—As our last issue was in press (August 29th) Mr. Robert Thompson, with the firm of A. H. Dewdney & Co., Toronto, was united in matrimony to Miss M. E. Cheshire, of this city. The bridegroom's friends in the employ of the firm, marked their appreciation of the occasion by presenting him with a handsome marble clock, and wished the happy couple long life, happiness and prosperity.

Geo. H. Lees & Co., ask us to announce that the enlargement and alteration of their premises has taken considerably longer time than they anticipated, and that in consequence they have been obliged to disappoint some of their customers in not filling orders with their usual promptness. At last, however, they have everything in good shape, and will make things hustle for the fall and holiday season.

Fire at Oak Lake, Man.—A destructive fire swept the little but thriving town of Oak Lake, Man., on the 7th of last month, causing a great deal of loss to the merchants doing business there. Amongst the sufferers was Mr. J. Orr, jeweler, whose premises and stock were destroyed. We understand Mr. Orr had a partial insurance upon his property, but the particulars regarding it have not yet been made public.

Six Travellers.—The Toronto Silver Plate Co., Limited, have now six travellers, viz., Messrs. Fidler, Grundy, Walker, Ryan, Hills and Gooderham. Manager Gooderham still includes himself on the travelling staff; although a very busy man he makes time to look after large trade in certain localities. If you have not yet received a copy of The T.S.P. Co.'s new catalogue, you should write to them for one.

Mr. Ansell Leo, President of the Montreal Optical Co., has succeeded in perfecting an automatic machine by means of which interchangeable perfection bifocals are made. By interchangeable is understood that the uppers and lowers interchange, and together exactly fit a standard frame. The advantages of interchangeable perfection bifocals are too obvious to mention. Opticians interested should communicate with the Montreal Optical Co.

Prize Trophies.—The Toronto Silver Plate Co., Limited, still continue to make a specialty of this line, and the larger trophies now in hand making are the Senior Lacrosse League trophy, which order they received through Messrs. N. Bilsky & Co., of Ottawa, they also recently made up the Junior League trophy, the order coming through the same source. The Cosby Challenge Shield and the Piano Makers' Baseball League trophy are also important orders of this kind going through.

Three small girls, named Elsie and Ruby Roper and Agnes Farquhar were bathing in the lake at Kew Beach, just east of Toronto, last month, when they got beyond their depth and would have certainly been drowned had not Mr. W. H. Revell, jeweler, of Meaford, Ont., who was was visiting in the vicinity, happened along and rescued them. Mr. Revell should be the recipient of the medal given for life saving by the Canadian Humane Society.

Among the delegates from American cities attending the convention of the American Association of Opticians, in Detroit last month, many proved to be Canadians who have made their homes with "Uncle Sam." Among the Canadian delegates were: E. Culverhouse, Toronto; W. C. Maybee, St. Catharines; E. J. McIntyre, Chatham; J. A. McFee, Belleville; J. H. H. Jury, Bowmanville, J. N. White, Coaticook, Que.; W. T. Poile, Tilbury; F. Howell, Windsor, Ont.

Dueber-Hampden Watches.—Speaking about the scarcity of Dueber-Hampden watches this fall, Mr. W. A. Young, the company's Canadian general wholesale agent, says: "The demand for Hampden watches by the retail trade so far this season has been very large, and, from present appearances, those dealers who do not anticipate their wants, and place their orders for later delivery, will most assuredly have difficulty in getting them when wanted, as, without doubt, there will be a watch famine before the snow flies."

In Town.—Mr. Abraham Levy and Mr. W. E. Boyd, president and secretary-treasurer of the Levy Bros. Co., Limited, of Hamilton, were in the city for a couple of days last month on business for their company. They say that they are having an unusually busy fall season this year, more especially in diamonds, of which they make a specialty, and are probably the largest importers in the Dominion. Their stock, they say, is now complete in every line, and their travellers are meeting with much success all over the road.

Mr. William Davis, for many years engaged in the retail jewelry business in London, Ont., but who retired last year, has just returned from Paris, France, where for the past three or four months he has been engaged in assisting in the arrangement of the Canadian Government exhibits. Mr. Davis speaks in the highest terms of this great exposition, and says it is really an education to any person to study the exhibits thoroughly. He looks the picture of health, and says he feels a great deal better for the change that the trip has afforded him.

Watch Your Money.—Inspector Stark, of the Toronto police force, has in his possession a very badly forged ten dollar note on the Molsons Bank, a sample of a great many more which are going around the city. This particular note, which was passed on an east end merchant and seized by the bank, is numbered 78,538, and the name of the manager, "Jefferson," is written in lead pencil and is minus one "f." It is said by bank men to be a very inferior imitation of the genuine Molsons bill, but all the same it should be carefully looked out for.

Mr. A. R. Harmon, of Montreal, Canadian representative of the American Waltham Watch Company, spent a week in Toronto during the Exhibition. He says there appears to be no let up in the demand for Waltham watches, and cannot promise any great increase in the quantity alloted to Canada this fall. Strange to say the demand for high-grade is even more pronounced than for cheap goods, showing plainly that the public are demanding a better class of goods than formerly. It seems to be a favorable time for jewelers generally to introduce high-grade watches with success.

Mr. R. Curry, of Sydney, C.B., has moved into his new store on Charlotte St. The premises have been thoroughly renovated and transformed into a model jewelry store. Mr. Curry will occupy the entire building, using the top floor for workshop, and the second floor as an optical parlor, handsomely fitted up and provided with Geneva Retinoscope, Brown & Burpee Cabinet. The optical department will be in charge of Mr. W. H. Nye, who was formerly in business in Halifax, N.S. Mr. Curry's long experience in the

The Perfected American Watch.



THE VANGUARD is the highest quality 18 size WALTHAM movement. It was introduced in 1894 and immediately became the foremost watch for railroad men. It is the best 18 size movement one can buy. CRESCENT STREET, APPLETON, TRACY & CO., and RIVERSIDE 18 size. All are made in VANGUARD model. This model has many points of superiority. Important among them are the following :

FIRST. Its solidity and strength While the frame of the ordinary movement is composed of seven parts, the VANGUARD model frame has but four parts. In this model separate pillars are dispensed with, the top plate and its support being in one piece.

SECOND. The location and protected condition of the balance wheel, which is placed farther from the mainspring than in the ordinary full plate movement and accordingly is less liable to polarization that might accrue from a slight degree of magnetism in the mainspring. The value of this improvement will be apparent when it is considered that should the balance wheel, which in a quick train watch normally vibrates 18,000 times per hour, make but ten vibrations more or ten vibrations less per hour, the watch will have gained or lost forty-eight seconds per day.

THIRD. The use of the double roller, whereby escapement friction is reduced.

FOURTH. The manner of securing the jewel pin in the impulse roller.

FIFTH. The improved tempered steel safety barrel, which secures the train of the watch against dangers otherwise likely to result from breakage of the mainspring, and also allows the use of an extra wide and long mainspring which gives the watch more than forty hours' run. This barrel may be taken out without removing the balance.

All WALTHAM railroad movements are fitted with the WALTHAM patent Breguet hairspring. This spring is hardened and tempered in form—not a flat spring merely bent into shape. IT IS NOT TO BE FOUND ON ANY OTHER MAKE OF WATCHES IN THE WORLD.

The finish of the steel parts, damaskeening of the plates, and other features of ornamentation are consistent with the excellent timekeeping qualities of these movements. Hunting are lever-setting; open face are either pendant-setting or lever-setting, as may be desired. Watch manufacturers in both America and Europe recognize the advantages of the pendant-setting watch over the lever-setting in open-face. Every high class foreign watch is pendant-setting. The convenience of a device that enables one to set the hands without opening the case is evident. Especially is this true of watches with screw front cases. In point of utility, the pendant-setting open-face watch is to the lever-setting as the low, pneumatic tire bicycle, of recent manufacture, is to the high wheel machine of former years, or as the stem-winding watch is to the key-winding. It should be born in mind, however, that this Company supplies lever-setting open-face watch movements for those who prefer them.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

jewelry business and the American watch factories should ensure his success in his extended business.

MR. J. FRANK COOKE last month purchased the Cooke jewelery business located on Simpson Street, Fort William, of which he has had the active management for some nine years past. The business has been established in Fort William since the early days, being first located in West Fort during the good old days of C.P.R. construction and following the tide down on the exodus from West Fort. There has at all time been a business done satisfactory to both the proprietor and the public. It is the intention of the new proprietor, J. Frank Cooke, to visit the east for the purpose of purchasing a large stock of goods for the holiday trade.

BURNED OUT.—Mr. T. Shawcross, jeweler, of Paris, Ont., was one of the victims of the terrible fire which swept through that town on the 12th of September, and destroyed many of the best business blocks in the place. His total loss is placed at about $6,000 with, we are sorry to say, only an insurance of $2,700. A great many merchants hesitate to carry insurance up to eighty per cent. of their total stock, but while it often looks like useless expenditure, circumstances such as the Paris fire show the wisdom of doing so. It is always "better to be sure than sorry," and very few merchants are wealthy enough to carry the risk of their own insurance.

THE FIRST ISSUE of diplomas from the Canadian College of Optics was sent out this week to the following: F. E. Harriott, Windsor, N.S.; W. C. T. Bethel, Pembroke; F. W. Jeffs, Wallaceburg; W. J. Aelick, Manitowaning; George Watcher, Thedford; J. O. Bower, Perth; A. Pannell, Ottawa; Major Kelly, Preston; H. W. Mitchell, Winnipeg; A. H. Humphries, Arthur; F. C. Davy, Toronto Junction; H. S. Hamilton, Garden Hill. The principal, Dr. W. E. Hamil assures us that the system inaugurated by him of only issuing diplomas to those who come up to the standard prescribed by his college has met with popular favor from the first. Next classes October 2nd and November 6th.

WE NOTICE that our old friend Mr. John L. Shepherd, the genial New York agent of the Keystone Watch Case Company, has recently been elected president of the Commercial Travellers' Sound Money League of the United States. We have always said that John L. would never stop climbing until he got into the White House, and in our opinion the people of the United States might do considerably worse than give John L. a five years' term in the Presidential chair. In order to test John's sincerity and whether there's any money in his present office, we have drawn on him at sight for $1,000,000. We don't want it in silver dollars or on any 16 to 1 basis, no, it must be either on a gold basis or nothing. Probably nothing.

NEW 16-SIZE MOVEMENT.—On the 11th September the American Waltham Company notified the trade that they will issue on the 1st November a new 16-size ¾ plate movement in open face and hunting. This new movement has 17 fine ruby jewels, raised gold settings; double roller escapement; steel escape wheel; exposed pallets; compensating balance; adjusted to temperature and three positions; patent Brequet hair-spring, hardened and tempered in form; patent micrometic regulator; tempered steel safety barrel; exposed winding wheels, and red gold centre wheel. For fine time-keeping this will be a favorite movement, as it embraces in its make-up all the latest improvements at a price within ordinary reach.

MR. HURLBURT, President of the Elgin National Watch Company of Elgin, Ill., paid a hurried visit to Toronto on the 18th of last month, during which he was the guest of Mr. T. H. Lee, of The T. H. Lee & Son Company. Mr. Hurlburt says that although his Company are straining every nerve to keep pace with their orders, the demand is so far ahead of the supply that they find it utterly impossible to do so. They have increased their production over a thousand per day, and even yet they seem to be as far behind as ever. He says that his company are devoting considerable effort towards building up an export trade, and their increased production has been built up largely with this end in view. Mr. Hurlburt is a brainy gentleman of pleasing address, who impresses people with the idea that behind his suavity of manner he has a strong will and great administrative ability. This was his first visit to Toronto, and he was both pleased and impressed with the city.

THE STANDARD SILVER COMPANY'S ball team added another victory to close a brilliant season's work, by defeating the Meriden-Britannia Company of Hamilton, by a score of 11 to 7, at Centre Island on Saturday, September 15th. The Hamilton boys were entertained to dinner at the Merchants', where both teams and their friends were amply looked after by Mr. H. Morgan. This is a fine record for the Standards, as they have not been defeated by a factory team this year. The Standards' team is as follows: Brown, Charlton, Furlong, Beatty, Kelly, Urquhart, Colby, Alward, Rodden. Umpire—Riggs, and the following is a list of their victories during the past season: Toronto Silver Plate Co. (2); Gold Medal Furniture Co.; J. D. King Co.; Roden Bros. (2); Saunders, Lorie & Co.; D. W. Thompson & Co.; Meriden Britannia Co.

THE JEWELERS AND SILVERSMITHS in the Canadian Manufacturers' Association are now numerous enough to form a section of their own, and it is highly probable that they will do so in the near future. As we predicted in our last issue Mr. P. W. Ellis, of P. W. Ellis & Co., Toronto, was chosen president of the association, a position he well deserves and one which he will without doubt fill with credit to himself and advantage to the association. In addition to Mr. Ellis the craft are represented on the committee by the following well known jewelers. *Executive Committee*, Messrs. George H. Lees, of Hamilton, E. G. Gooderham, W. K. George and W. K. McNaught, all of Toronto. Mr. Thomas Roden was chosen as chairman of the Reception and Entertainment Committee, and Mr. McNaught chairman of the Exhibition Committee. Mr. R. Y. Ellis was appointed as one of the representatives of the association on the Technical School Board of Toronto. Truly a pretty good showing for the jewelry and silversmith's craft.

CAPT. H. J. WOODSIDES, formerly engaged in the jewelry business in Portage La Prairie, Man., but who has recently been editing a newspaper in Dawson City, Yukon Territory, paid a visit to civilization down east last month to renew old friendships and to straighten out things generally. He looks the very picture of health and says that the climate of the Yukon agrees with him perfectly. He says that mining in that district is only on the threshold of its development. The old hand methods are fast giving way to the use of machinery, and it is, he says, only a matter of time when the new and improved methods will obtain altogether. By the new system steam is used to thaw the frozen ground and earth treated for gold, and the precious metal extracted just as it comes from the shafts. This system of mining can be prosecuted as well in winter as in summer, and will greatly increase the output. He prophesies a great future for that country, and says that after the placer diggings have all been worked out it will develop quartz mining that will astonish the world. Our old friend Hugh is very sanguine, but he is probably right about the riches of our Yukon country.

AN ATTRACTIVE WINDOW INVENTION.—Mr. Graham Kearney, son of Mr. Kearney, jeweler, of Renfrew, has perfected an invention for displaying goods in a shop window to advantage which should commend itself to the trade generally. The following description will give our readers a tolerably good idea of its get-up and general appearance: It is a revolving table, circular in shape, covered with silk velvet and mounted with a pyramid whose three sides are mirrors. The whole is given a revolving motion by a contrivance concealed underneath it. Then by a number of plate-glass mirrors in the window an indefinite number of circular tables may be seen revolving, according to the position from which the contrivance is viewed. Looking in, directly opposite, four revolving tables may be seen, and then as the beholder changes his position other tables appear, and some of those seen in the former position disappear. Looking in at the upper side of the bay window the table is not seen,

OFTEN YOU ARE ASKED FOR SOMETHING IN
STERLING SILVER WHICH YOU HAVE NOT GOT.

CUT THIS OUT AND STICK IT UP

FOR A QUICK HANDY REFERENCE AS TO WHERE YOU CAN PROCURE AN ARTICLE ON SHORT NOTICE.

WE CARRY BY FAR THE LARGEST STOCK IN CANADA, AND ARE CONSTANTLY ADDING TO IT AND WILL BE PLEASED TO HAVE YOU SELECT FROM IT.

Atomizers, cut glass, sterling mounts.
Brushes, combs, mirrors, etc.
Berry bowls (or salad bowls), cut glass, sterling mounts.
Bon bon dishes.
Bread trays.
Butter dishes.
Butter plates.
Blotters.
Biscuit jars, cut glass and sterling mounts.
Cigar jars, cut glass and sterling mounts.
Cigarette and marmalade jars.
Claret jugs.
Cups.
Candlesticks.
Crumb trays and scrapers.
Celery trays.
Cork screws.
Coffee sets.
Cologne bottles.
Flasks, silver or cut glass.
Funnels.
Gravy boats.
Ink stands.
Jewel stands.
Knife rests.
Letter or bill fyles.
Letter holders.
Lavender salts bottles.
Loving cups.
Match safes.
Mucilage pots.
Mustard pots.
Meat dishes.
Manicure goods.
Napkin rings.
Pen wipers.
Pen racks.
Pen trays.
Puff boxes.
Prize cups.
Perfume bottles.
Peppers and salts.
Pitchers.
Punch bowls.
Razor strops.
Salve boxes.
Soap boxes.
Soap dishes.
Shaving soap boxes.
Shaving brushes.
Shaving cups.
Sugar sifters.
Sugars and creams.
Salt sets and sellers.
Smokers' sets.
Smokers' lamps.
Shoe horns.
Soup tureens.
Syrup jugs.
Tea sets.
Tete-a-tete sets.
Tea bells.
Tea caddies.
Tea strainers.
Tea balls and holders.
Taper holders.
Trays.
Vegetable dishes.
Vases.
Waiters.
Water bottles. Etc., etc.

Also Seven Patterns in Flatware, from a Salt Spoon to a Soup Ladle, carried in stock.

WM. ROGERS. 1847

TRADE MARK ON FLATWARE.

Simpson, Hall, Miller & Co.

A. J. WHIMBEY,
Manager.

50 Bay St., Toronto.

BURGLARY.—The jewelry store of Mr. F. S. Prudhomme, of Beamsville, was broken into by burglars on the night of Tuesday, the 4th September, and a quantity of valuable goods stolen. The door was wrenched open by means of a "jimmy," and thus the thieves secured access. A good description of the men was obtained, and they were very easily recognizable, as one of the trio was quite lame. Just as soon as Mr. Prudhomme discovered the theft, he set about trying to capture the thieves. He secured the aid of county constables Frank Rodgers and Wm. Hunter, and also of N. Stewart, one of the Hamilton jail officials. Word was sent to St. Catherines to be on the lookout and head the men off, and the constables and Mr. Prudhomme started in pursuit. Along the road, at Vineland, and other places, they found people who had seen the trio of thieves, and practically traced them to St. Catherines, but the police there knew nothing of them or hadn't seen anyone answering the description. Mr. Prudhomme and his friends tried all reasonable persuasion to get the St. Catherines police to help them, but could get no one to do anything; and so had to do their own police work. They sent on word, and visited Merriton and Thorold, but didn't succeed in finding their men. Nothing daunted, however, the party pushed ahead. At last they had the good fortune to run down their quarry at Niagara Falls, Ont. They gave their names as George John Keating, Chas. Hoover and Guy Thomas, and were at once taken to Beamsville where they appeared before Magistrate Riggins. They elected to be tried by the judge and were accordingly taken to St. Catherines and placed in the jail to await their trial. They claimed that they came from Pennsylvania. A watch stolen from the residence of Mrs. Smith, Clinton township, was also found in their possession. On Saturday, the 8th September, they were brought before Judge Carmen, charged with the burglary of Mr. Prudhomme's jewelry store at Beamsville. They all pleaded guilty, and Hoover, in addition, pleaded guilty to stealing a watch from Mr. A. Smith, who lives just outside the village. They were sentenced to terms in the Central Prison as follows:—Keating, ten months; Thomas, nine months, and Hoover, twelve months. Mr. Prudhomme certainly deserves great credit for the persistent and clever manner in which he effected their capture and caused their conviction for so long a term.

THE REORGANIZATION of the Canadian Association of Opticians, which was mooted in our last issue through a letter from Mr. E. Culverhouse, the well-known optician, of this city, has become an accomplished fact, by means of a large and what may be considered to be a very representative meeting of Canadian opticians, which was held in St. George's Hall, Toronto, on the 4th September. Among those present were the following well-known optical men: Messrs. W. H. House, Dundas; Edward J. Kibblewhite, Alton; E. D. Wilcox, Uxbridge; John H. H. Jury, Bowmanville; J. Leo, Montreal; E. F. Greenwood, Toronto; Alexander Moffatt, Bradford; William W. Woods, Brampton; H. A. McIntyre, St. Mary's; L. G. Amsden, Toronto; A. H. Humphries, Arthur; Arnold Jansen, Berlin; W. G. Maybee, St. Catharines; G. A. Deadman, Brussels; R. A. Mason, Markham; John Brodie, Tilsonburg; George Macdonald, Tweed; J. F. Dailey, Seaforth; J. D. Williams, Toronto; J. H. Porte, Picton; E. Culverhouse, Toronto; J. C. Stoneman, Hensall; Robert Robertson, Ingersoll; J. McFee, Belleville; Ammon Davis, Toronto; T. N. Richard, Bowmanville; F. E. Luke, Toronto; W. H. Hopper, Cobourg; A. E. Lewis, F. A. Ellis, H. L. Batting and H. J. Greger, Toronto. The afternoon session was devoted to preparing a constitution, and it was decided to have 200 copies of it printed for distribution among the members. In the evening the election of officers took place, resulting as follows: President—E. Culverhouse, Toronto; vice-presidents—John H. H. Jury, Bowmanville; W. G. Maybee, St. Catharines; Alexander Moffat, Brantford; J. H. Porte, Picton; secretary-treasurer—Ammon Davis, Toronto; Executive Committee—W. A. McIntyre, St. Mary's; F. A. Ellis, W. H. Hopper, Cobourg; A. E. Lewis; Members' Committee — W. H. House, Dundas; R. A. Mason, Markham; William W. Woods, Brampton. The next place of meeting will be selected by the Executive Committee. The convention closed shortly before midnight. In regard to the reorganization of this Association, it seems to be in the best interests of opticians generally that a strong and vigorous organization should be established. It should get to work right away, and try and have every optician in the Dominion enrolled in its ranks, because, as stated in our last issue, it seems to be only a question of time when they will have to fight for their professional lives. To do this properly and effectively, they want not only numerical strength, but proper organization, and this should be all worked up quietly before the storm breaks and the necessity for action arises. If left over until necessity forces it, it will be too late to put up an organized fight as it should be done. The Canadian Association of Opticians have plenty of work ready to their hand, and the promoters of the movement should see to it carefully that its affairs are carried on along broad and liberal lines, and not allowed to degenerate into a small tuppeny-ha'penny concern that is only able to cope with small details or personal grievances. So far as we can see, the outlook for the new Association is favorable. The gentlemen at the head of it are men of experience, and have the confidence of the trade, and it depends very much how they manage its affairs during the early stages of its existence how it is going to grow and prosper. We wish it every success, any way, as it has been badly needed.

ABOUT OVER.—The operations of the British army under General Lord Roberts during the past month, although not particularly deadly in so far as regards actual loss of life, have been singularly successful. The strongholds defending Lydenburg which the Boers have always claimed to be practically impregnable, and which they have been fortifying for months past, have been captured by the British with but little actual loss, although they have been held with much tenacity by the enemy. From all accounts it appears that Tommy Atkins and his leaders are now able to beat the Boers at their own game, and so far as can be learned, although the British have had to attack the truly formidable positions held by the Boers, they have learned the invaluable lesson that the soldier who can put one of the enemy *hors-de-combat* and save his own skin intact, is worth a dozen soldiers, however valiant, who expose themselves and get killed or wounded. The net results of the past month's operations appear to be, Lydenburg captured, Barberton captured, Botha's army driven out of all their positions, and a great deal of their ammunition and stores captured. DeWet has been driven into the Free State again, and so hotly pursued that he is reported to have been killed; Barberton, captured by Baden-Powell, who also seized ninety-three first-class locomotives, much rolling stock, etc., a large amount of cattle, sheep and stores belonging to the Boers. During their operations the British have taken a great many prisoners, and the enemy admit to comparatively large losses in both men and horses. So black does the prospect seem for the Boers, that Oom Paul Kruger, accompaied by Secretary Reitz, has resigned the presidency of his erstwhile republic, taken French leave of his army, and put for Lorenzo Marquez, from where, it is said, he intends to take ship for Europe. General Botha (Boer commander-in-chief) is ill and disgruntled, and has resigned his position, owing it is said to ill health. In fact, the ringleaders who forced the poor, ignorant Boers into this war have been forced to recognize that the jig is up and they can fool their followers but little longer. They have scurried away from the fighting, but, like prudent knaves, they have not forgotten to take all the gold they could lay their hands on along with them, amounting to some $12,000,000 it is said. All these things point to an early termination of the war. We are glad to note that Maj.-Gen. Baden-Powell has been appointed chief of the police force which will have charge of the Transvaal and Orange River Colonies at the conclusion of the war, and the job of pacifying them and keeping law and order. The appointment could not have fallen upon a better man. He knows the Boers from the ground up; their strong and their weak points, and they cannot monkey with him or draw the wool over his eyes. They know him well enough to both respect and fear him, while at the same time they will admit he will give them full justice. The British Government are

to be congratulated on having had the wisdom to appoint the very best man in South Africa to this important position, for without doubt, much will depend on the way in which the duties of this office are administered, whether these countries are easily and quickly pacified or not. The Boers will require for a while a man over them with a hand of steel under the velvet glove. Baden-Powell is built exactly that way, and the Boers know it, and this fact will go far towards making his work of pacification rapid and easy.

LITERARY NOTICES.

That a text book may be made attractive to the eye as well as the mind of scholars, is proven by a new and admirable work, entitled "Elementary and English Composition," by Frederick H. Sykes, Ph. D. While intended chiefly for use in Public and High Schools, many outside the schools would do well to avail themselves of this undoubted aid to correct forms of expression. The cover is most artistic in color and design. The interior mechanism is excellent, and worthy of the Copp, Clark Co., who are the publishers.—*Toronto Globe, Sept. 15.*

Public and High School teachers have been on the lookout for a text book to really help them in conducting composition classes, and we believe the exact thing will be found in this new work by Frederick H. Sykes, Ph. D. Dr. Sykes has devised several original methods of suggesting themes for composition, which will not only make the work more agreeable to pupils, but will certainly simplify the instructor's labors. The book has a very pretty exterior, and the mechanical part throughout is in keeping with the high class work turned out by the Copp, Clark Company, publishers.—*Toronto Mail and Empire, Sept. 15.*

"One Hundred Years in the White House," opening the September *Ladies' Home Journal*, gives some highly interesting glimpses of the social life of the century, and of the home life of our Presidents since the time the Adamses moved into the Executive Mansion as its first occupants, in November, 1800. The "Romances of Some Southern Homes," in the same issue, pictures the most notable historic mansions of the South, and recalls the incidents which made them famous—their brave men and beautiful women. Some new anecdotes attract further interest to the beloved Phillips Brooks, as a man and as a preacher. They are characteristic and exceedingly well told. Anticipating the rather radical change that fashion has decreed in woman's attire, ten special articles are devoted to the fall and winter modes. The pictorial features of the September Journal include a page drawing of "Loiterers at the Railroad Station," as A. B. Frost sees them; "The Wonders of California Gardens," and the beauties of Yellowstone Park. There are numerous practical articles and much else that is helpful in the departments. By the Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

In "The Master Christian" Marie Corelli has added another striking novel to her already extended list. Always inclining to the super-natural and the sensational, this authoress has launched in her interesting story, The Master Christian, a straight and barbed shaft at the decadence and hypocrisy generally of the orthodox Church. She speaks with the voice of the times, and her remedy for the existing badness of the state of things is a simple return to primitive and undiluted Christianity. The story is laid in Rouen, Rome and London, in the order indicated above. A dear old cardinal, from a remote see, living according to the earliest Christian example, sleeps in a small, poor inn of Rouen, where he is visited, with much protest, by the Archbishop of Rouen and his secretary, Cazeau, a bad specimen of a lustful priest. After the visit the Cardinal's sleep is disturbed by a mournful cry from the square, where he finds a lonely boy, whom he succors, putting him to sleep in his own couch. This boy is a reincarnation of the Christ, and is presumably the Master Christian. Questions of dogma, morality, kindness and sore need come up one by one through the tale, which deals with the fortunes of a famous woman painter and her less famous and envious bethrothed, a Hungarian princess and her American and other lovers, and various high dignitaries of church and state at Rome. While it would be idle to compare The Master Christian and The Christian, they are contrasts sufficiently diverse to be interesting in that light. Marie Corelli is unmercifully long-winded at times, but even her interminable talk may be profitably read. The child, Manual, is an inspiring figure, and the account of his interview with the Pope, with "one foot on the step of the throne," is so daring as to be dramatic. Sylvie, the kissable, caressable butterfly Hungarian, turns out a trump, and Angela tastes of Marion Crawford's irreproachable heroine. A sly thought comes to one in reading how her lover, fired by furious envy of the talent her picture shows, stabs her in the back. The suggestion that Corelli was thinking of Hall Caine's possible resentment at her near skate upon the edge of his copyright title, when she described the low jealousy of a man whose work is outdone by a woman, may not have occurred to anyone, but it did to me. However, the lover got it hot for his rash act of fury, and Hall Caine, poor little chap, also received some paiks. William Briggs brought out "The Master Christian," and it is difficult to get a copy in the shops, so well has it been advertised and sold. Toronto: William Briggs.



PRESERVATIVE VARNISH FOR ENGRAVING.—Caoutchouc in thin leaves, 1 part; benzine, 3 parts; zinc white, 1 part.

PLASTER FOR FOUNDRY MODELS.—Gumlac, 1 part; wood spirit, 2 parts; lamp black, in sufficient quantity to dye.

VARNISH FOR ENGRAVING ON GLASS.—Benzine, 100 grammes; jew's pitch, 25 grammes; coal tar, 5 grammes. Or: Wax, 100 grammes; jew's pitch, 25 grammes.

BRILLIANT BLACK VARNISH FOR METALS.—Essence of turpentine, 10 parts; sulphur, 1 part. Dissolve the sulphur until brown, next add the essence. The articles must be previously heated.

CLEANING GOLD WARE.—Acetic acid, 2 parts; sulphuric acid, 2 parts; oxalic acid, 1 part; jeweler's rouge, 2 parts; distilled water, 200 parts. Mix the acids and the water. With a clean cloth wet with this mixture, going well over the article. Rinse off with hot water and dry.

HARDENING IRON.—To give iron the hardness of steel, heat to redness, then rub the iron with prussiate of potassium or with sal-ammoniac, the former, however, being preferable. Next, place back into the fire and heat again to redness, and after that plunge into slightly alumed water.

TO BLANCH SILVER.—Mix powdered charcoal 3 parts, and calcined borax 1 part, and stir with water so as to make a homogeneous paste. Apply this paste on the pieces to be blanched. Now put the pieces on a charcoal fire, taking care to cover them up well; when they have acquired a cherry red, withdraw them from the fire and leave to cool off. Next place them in a hot bath composed of 9 parts of water and 1 part of sulphuric acid, without causing the bath to boil. Leave the articles in for about one hour. Remove them, rinse in clean water and dry.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

FOR SALE.—Jewelry business in good, live Ontario town. Good repair trade, no opposition. Stock and fixtures in good condition, $1600. Low rent. Address, Jeweler, Box 13, Ayr.

FOR SALE.—A good position for watch, clock, and jewelry business in Toronto. Rent low. First-class chance for any good workman to get an established trade for $600 or $800. Move quick. Apply at the store, 1368 Queen Street west (Parkdale), Toronto, Ont.

WANTED.—A first-class watchmaker and optician to go to Nova Scotia. Apply P. W. Ellis & Co.

WANTED.—Position by good watchmaker, a good all-round man. Address, H. S. Tuer, Woodstock, Ont.

WANTED.—A second-hand Webster-Whitcombe lathe in good order. Address, stating price wanted, Box 243, Berlin, Ont.

WANTED.—A good salesman, watchmaker and jewelry repairer, single. Boozer or cigarette smoker not wanted. Apply with particulars to W. H. Ferguson, Rat Portage.

WANTED.—A first-class watchmaker who can do engraving. Also a good all-round jeweler, one who can do engraving. Apply, A. McMillan, 82 Spark Street, Ottawa.

WANTED.—A thorough practical watchmaker, with good references, middle-aged man preferred, for Vancouver, B.C. Apply by return to I. Herman, 130 Cordora Street, Vancouver, B.C.

WANTED.—A1. watchmaker, competent to do plain engraving and to look after optics in store, or willing to learn to. Good salary to right man. Send references. M. Bilsky & Son, Ottawa, Ont.

WANTED.—We require a first-class watchmaker, also a good jewelry engraver and a working jeweler. Must be first-class and trustworthy in every respect. Apply to Olmsted & Hurdman, Ottawa, Ont.

WANTED.—A situation at the bench, about two years' experience. Salary not so much desired as a good opportunity for improvement. Age, 18. Very best of references as to character, etc. Albert E. West, Brussels, Ont.

WANTED an improver. One that has had two or three years' experience at the watch, clock and jewelry business. One who wishes to perfect himself in same as well as optics. Must have some tools. Address, stating wages expected, to W. H. Wallace, Dauphin, Man.

WANTED.—A young man, with from two to three years' experience in hard and soft soldering and clock and watch repairing for a town in the vicinity of Toronto. Apply, stating wages expected and sending references in first letter, to L. M., care of Levy Bros., Hamilton, Ont.

WANTED.—Position by first-class watchmaker and graduate optician. Good salesman. Now travelling, but would like position with first-class firm where ability would warrant permanent situation. Best references as to character and ability. Address, F.A., 17 Pembroke Street, Toronto.

WANTED.—A young man with from 2 to 4 years' experience on watches, clocks, etc. An excellent opportunity of getting a thorough knowledge of the trade. State wages, also character and ability, must have no bad habits, or addicted to the use of tobacco etc. Address, W. A. Fenwick, Shelburne, Ont.

GREEN BRONZE ON IRON.—Abietate of silver, 1 part; essence of lavender, 19 parts. Dissolve the abietate of silver in the essence of lavender. After the articles have been well pickled apply the abietate of silver solution with a brush, next place the objects in a stove and let the temperature attain about 150 degrees C.

BRONZING COPPER.—Acetate of copper, 6 grammes; sal-ammoniac, 7 grammes; acetic acid, 1 gramme; distilled water, 100 grammes. Dissolve all in water in an earthen or porcelain vessel. Place on fire and heat slightly; next with a brush give the objects to be bronzed two or three coats, according to the shade desired. It is necessary that each coat be thoroughly dry before applying another.

POWDER FOR SILVERING COPPER.—Carbonate of lime, 30 grammes; cyanide of potassium, 13 grammes; crystallized nitrate of silver, 8 grammes. Reduce all to a very fine powder and put in well closed bottles. For use take a small cotton wad, charge it with water and then with the powder and rub the piece to be silvered with it. The object to be silvered must be well cleaned previously. When the silvering is done wash in hot water and dry in sawdust.

SOME COLORED ALLOYS OF GOLD.—Blue—Fine gold, 75; iron 25. Color of dry leaves—Fine gold, 70; fine silver, 30. English white—Fine gold, 75; fine silver, 15; copper, 10. Dark gray—Fine gold, 94; iron, 6. Pale Gray—Fine gold, 191; iron, 9. Red—Fine gold, 75; rose copper, 25. Pink—Fine gold, 75; fine silver, 20; rose copper, 5. Sea Green—Fine gold, 60; fine silver, 40. Cassel yellow—Fine gold, 75; fine silver, 12½; rose copper 12½. The above figures are understood to be by weight.

TO BLEACH IVORY.—Like mother-of-pearl, ivory is readily cleaned by dipping in a bath of oxigenized water or immersing for 15 minutes in spirits of turpentine, and subsequently exposing to the sun for 3 or 4 days. For a simple cleaning of smooth articles wash them in hot water, in which one has previously dissolved 100 grammes of bicarbonate of soda per liter of water. To clean carved ivory make a paste of very fine, damp sawdust and put on this the juice of one or two lemons according to the article to be treated. Now apply a layer of this sawdust on the ivory, and when dry brush it off and rub the object with a chamois.

Gold Quartz Nuggets.

Having collected several thousand splendid gold quartz nuggets in the Seine River District, I am prepared to sell them to the Canadian jewelry trade. All of these nuggets show free gold and are specially suitable for mounting as charms or scarf pins, and are worth from $1 to $5 each, according to shape and the amount of gold in them. I will send assortments to the trade on approbation. These are fast selling goods and jewelers can make money on them.

For further particulars address,

J. C. SCOTT, Jeweler,

FORT FRANCES, ONT.

THE M. S. BROWN CO., LIMITED,

STREET RAILWAY CHAMBERS, MONTREAL.

Guards, Lorgnettes, Bracelets.

YOUR FALL STOCK will not be complete unless you have an assortment of our gold, $\frac{1}{10}$ filled, and solid silver "Perfection" chain bracelets and our lorgnette chains—which are in the newest London styles. The bracelets are made both plain and set with selected stones, and will tempt any feminine eye.

Links.

Modesty is all very well in its way, but honesty compels us to state that we have failed to find any collection of dumb-bell links, dumb-bell chain and bar connection links which compare with ours. They offer opportunities to the wide awake jeweler.

Generals.

Patriotism is sweeping over Canada in a great tidal wave—Turn it into dollars by selling our "General" Charms. Every lady will want one. If you have not seen them write at once for a sample. Sent free.

Repairs and Plating.

We have added to our repair shop a gold and silver plating department, and as with our other repairs we guarantee not only the quality of our work in this line, but also its prompt execution.



The guarantee stamped in every Boss case is a contract with the buyer of the case in virtue of which the makers voluntarily bind themselves to give free of charge a new case of same grade in exchange for any James Boss case that fails to wear the full number of years specified in the guarantee.



Back of the above guarantee is THE KEYSTONE WATCH CASE CO., of Philadelphia, U.S.A., the largest and most reliable Watch Case manufactory in the world. We are sole agents in Canada for the BOSS filled and all other Cases made by this Company. THE NEW HOLIDAY STYLES ARE NOW READY FOR INSPECTION.

WE ARE NOW SHOWING THE LARGEST STOCKS IN CANADA OF

Elgin and Waltham Movements,

AND ALL THE LATEST IDEAS IN

SILVER AND GOLD JEWELRY.

NOVELTIES.	FINE LEATHER GOODS.
DIAMOND GOODS.	CANES.
DORFINGER'S CUT GLASS.	UMBRELLAS, ETC.

ALSO PHOTOGRAPHIC SUPPLIES.

JAMES A. PITTS,

TEMPLE BUILDING, MONTREAL.

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

AND

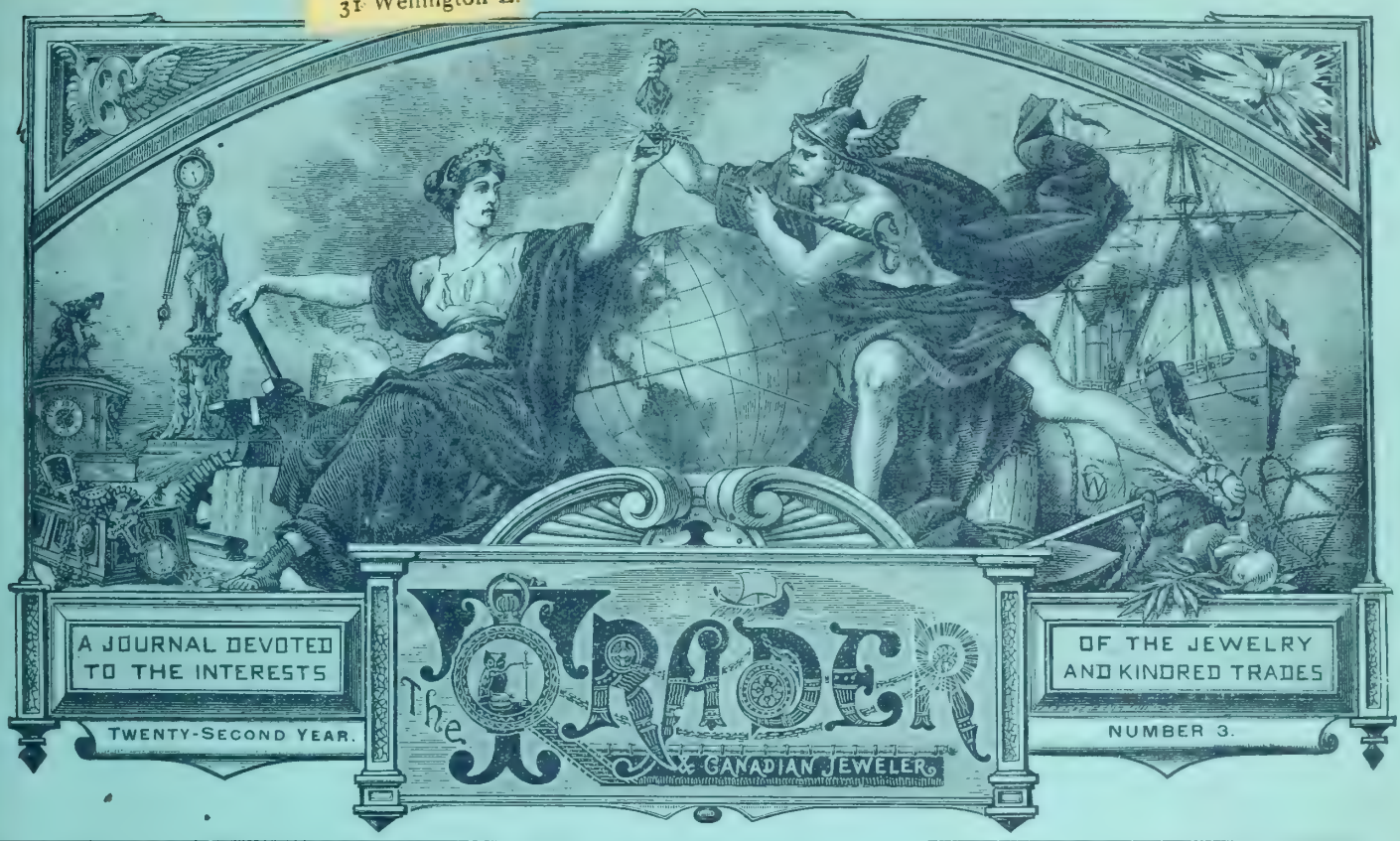
Manufacturers' Agents.

Selling Agents for Ansonia Clock Company,
NEW YORK.
American Waltham Watch Company,
WALTHAM, MASS.
American Watch Case Co.,
TORONTO.
Roden Bros., Sterling Silver,
TORONTO.
Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

TORONTO, Ont.

3 C Wilkinson
31 Wellington E.



For the Holiday Trade:

Elgin Watches,

GOLD AND FILLED CASES,

With DIAMOND and PEARL Settings.

DIAMOND and other GEM RINGS.

Sterling Silver Novelties,

GILT CLOCKS,

and an Exceptionally Fine Assortment of

LADIES' AND GENTS' UMBRELLAS.

THE T. H. LEE & SON CO., LIMITED,

TORONTO.

P. W. ELLIS & CO.,

31 WELLINGTON STREET EAST, TORONTO, CANADA.

SPECIAL AGENTS:

Omega Watches.
Waltham Watches.
Elgin Watches.
Ingersoll Watches.
Century Watches.
New England Watches.
Swiss Small Watches.
Trump Gents' Watches.
Trump Ladies' Watches.
Gun Metal Watch Cases.
Nickel Watch Cases.
Regal Sterling Silver Watch Cases.
American Gold Filled Watch Cases.
Canadian Gold Filled Watch Cases.
"Regal"
Solid 8-10k Gold Watch Cases.
" 10k " " "
" 14k " " "
" 18k " " "
Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.
Waterbury Clocks.
Mantel Clocks.
Box of 6 Eight-day Clocks for$22.80
Gem Nickel Alarm Clocks, each ... 1.60
And many other Clock Specialties.

20th Century Jewelers' Herald.

An Up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald. Yours truly,

P. W. ELLIS & CO.,
Watch Department.

New England Watches.

New 14 Size Thin Model.

No. 14—Silver, E. T. Back$7.50 each
" 333—Nickel, Plain Back 3.80 each
" 343—Oxidized Steel. 5.00 each
" 333—Nickel, Plain Back, Card Dial... 4.50 each
" 343—Oxidized Steel, Card Dial..... 5.50 each

The Oxidized Steel has Gilt Bow and Crown.

No. 333 is the lowest priced American 14 Size Black Steel Watch on the market and only $5.00 each.

Gents' Trump Line.

No. 11—Nickel, Plain Back ...$3.50
" 19—Nickel, E. T. and Engraved Back..... 3.50
" 21—Nickel, Scroll Engraved Back..... 3.50
" 29—Nickel E.T. Engraved Back..... 3.50
" 41—Glass Front and Back 3.50
" 1785—Black Steel, Plain Back..... 4.00

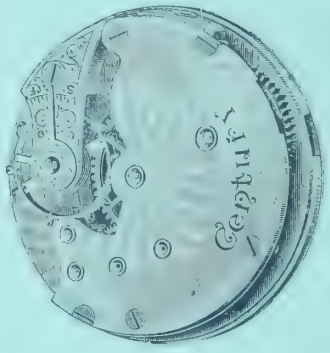
No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only $4 catalogue list.

Ladies' Trump Line.

No. 211 in Plain Nickel Case..$4.40
" 213 in Fancy " " 4.40
" 223 in Engine Turned Case 4.40
" 301 in Plain or Engine Turned Gold Gilt Case. 5.00
" 313 in Fancy Engraved Gold Gilt Case..... 5.00
" 279 in Black Steel Plain Case..... 4.70
" 271 in Black Steel Plain Case..... 5.00

No. 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only $5.00 each.

SPECIAL.—Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.



18 Size Open Face or Hunting. Lever Set.

CENTURY.
Price for Movement, $4.00.

Price Complete for Century with O. F. Cases.

Century and Special Nickel Case$ 5 30
" Regular " " 5 50
" Premier Nickel Case..... 5 80
" 3 oz. Fahys Nickel Case..... 5 60
" 3 oz. " " Gold Inlaid Case..... 6 90
" 4 oz. Fahys Nickel Case 5 90
" Gun Metal, S. B. & B..... 6 00
" Waltham Style Nickel Case.. 6 00
" Special Silver Case 9 00
" 3 oz. Silver Case..... 11 60
" Waltham Style Silver Case... 13 60
" 20 Year Filled..... 13 00
" 25 " " 17 00
" 30 " Waltham Style Filled 20 50

Ingersoll New Model Watches.

		Each.	Per doz.
YANKEE.	New Model, Nickel Finish.....	$2 00	$21 60
	" " Gun Metal Finish.....	2 30	25 20
DEFIANCE.	New Model, Nickel Finish, Stem Set and Stem Wind..	2 50	27 60
ECLIPSE.	New Model, Nickel Finish, Stem Set and Stem Wind 16 Size, Small and Thin.....	2 80	31 20



18 Size Hunting.
Engine Turned to Shield Case, same also made in Open Face.

Regal.

Plain Bassine Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting,	10 dwt.	$19.50
0	"	14k	"	13 "	28.30
0	"	18k	"	16 "	39.50
6	"	10k	"	16 "	26.70
6	"	14k	"	19 "	37.90
6	"	18k	"	22 "	51.50
12	"	14k	"	30 "	55.50
12	"	18k	"	35 "	77.50
12	"	14k	Open Face,	25 dwt	55.00
12	"	18k	"	30 "	75.00
16	"	14k	"	33 "	67.80
16	"	18k	"	40 "	95.00
16	"	14k	Hunting,	42 dwt.	74.70
16	"	18k	"	48 "	103.50
18	"	14k	"	45 "	79.50
18	"	18k	"	55 "	117.50
18	"	14k	Open Face,	40 dwt.	79.00
18	"	18k	"	45 "	105.00

Subject to Herald Discounts.

See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting,	10 dwt.	$19.50
0	"	14k	"	13 "	28.30
0	"	18k	"	16 "	39.50
6	"	10k	"	16 "	26.70
6	"	14k	"	19 "	37.90
6	"	18k	"	22 "	51.50
12	"	14k	"	30 "	55.50
12	"	18k	"	35 "	77.50
12	"	14k	Open Face,	25 dwt	55.00
12	"	18k	"	30 "	75.00
16	"	14k	"	33 "	67.80
16	"	18k	"	40 "	95.00
16	"	14k	Hunting,	42 dwt	74.70
16	"	18k	"	48 "	103.50
18	"	14k	"	45 "	79.50
18	"	18k	"	55 "	117.50
18	"	14k	Open Face,	40 dwt.	79.00
18	"	18k	"	45 "	105.00

Subject to Herald Discounts.

See Page 315H August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts. **Watch Department.**

ESTABLISHED 1848.

H. & A. S.

ON GOLD FILLED CHAINS

STANDS FOR

QUALITY, WORKMANSHIP AND FINISH.

THE H. & A. S. CHAINS

ARE MADE ONLY BY

H. & A. SAUNDERS,

THE PIONEER JEWELERS. TORONTO, CAN.

LOOK FOR THE STAMP ON EVERY GOLD FILLED CHAIN YOU PURCHASE.

Saunders, Lorie & Co.,

...67 Adelaide Street West, TORONTO.

GOLD LINKS.

We are carrying this fall a very fine assortment of Gold Links set with Diamonds, Pearls and Opals, in three stone and S. S. stone styles. We feel sure our stock in this line will interest you especially at this time of the year.

PEARL STICK PINS.

An entirely new line of Pins, of patterns which sell themselves.

FINE PENDANTS.

We carry always on hand a good assortment of expensive Pendants. Should you have a prospective customer, we are willing to send some on approval to you.

The Trader & Canadian Jeweler

TORONTO, ONT., NOVEMBER, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.

EDITORIAL

THE SCARCITY OF AMERICAN MOVEMENTS.

NEVER before during our connection with the jewelry trade, a period of over thirty years, have we known American watch movements to be so scarce as they are at present. This is all the more singular when it is remembered that in few other branches of American manufacturing industry have the prevailing good times created such a demand as in that of watch movements.

As far as we can learn, every watch movement company in the United States has not only increased the capacity of its factory and is turning out a larger quantity of goods than ever before, but one and all of them have orders ahead for many months to come. It is interesting to know also in this connection that the demand is for higher grade goods than formerly, and that the higher priced goods are just as scarce as seven jeweled ones.

Although the companies have advanced prices several times during the past eighteen months, it appears to make no perceptible difference in the demand. The people want the goods, and the people are prepared to pay the increased price for them to-day, just as cheerfully and even more so, than they did the starvation prices which prevailed a few years ago, when they appeared to be a drug on the market. The trade pendulum has swung clear across the national clock and it will without doubt take several years to get back again.

In the meantime the people must have watches and they are willing to pay higher prices for them. This being the case, our Canadian jewelers should see to it that they take advantage of this golden opportunity to cultivate a higher class of watch trade than heretofore. Don't be afraid to lay in plenty of stock of better grade watches than formerly, and you may depend upon it that with but little additional effort you will be able to dispose of them just as easily as you formerly did the cheaper lines that were generally handled.

This scarcity of American movements is perhaps a blessing in disguise, and if it has the effect of making jewelers push high grade instead of low grade watches, it certainly will be. We have always advocated the pushing of high grade watches as in the real interest of the trade, and before movements become plentiful again we trust that many of readers will find out the truth of this claim by practical experience.

ADVANCE IN SILVER.

THE price of silver bullion has been advancing steadily for the past couple of months, and within the past fortnight had reached the highest point since the early part of the year 1897.

So far as we can see, while an effort has been made by the silver men of the United States to advance the price in order to help Bryan's election, this factor has had but little to do with its rise in price.

The main causes appear to have been the increased demand in India and China, both of which countries have been large purchasers of silver bullion, to be used for the purpose of minting coin for their increased trade. In Europe, also, an increased demand has been created by the universal good times, both for coinage purposes as well as for manufacturing. The increase in the use of silver for manufacturing purposes is unprecedented, and it is safe to say that never before in the history of the world was sterling silver in such common use as it is at the present day.

All these things taken together have had a tendency not only to stiffen, but to advance the price of silver bullion, and it is not surprising to find that it increased in value four and a-half cents or nearly eight per cent. during the present year.

As our readers know the prices of sterling silver goods of all kinds were never so low as they have been for some time past, but if this rate of increase in the price of the bullion is maintained it is only a question of a very little time when the makers will be compelled to make a corresponding advance in their prices. In the meantime they would be well advised to stock up as liberally as possible in these goods for the holiday trade.

Since the above has been in type, we have received advices from several manufacturers of sterling silverware of an advance in the price of their goods in keeping with the rise in the price of silver bullion.

A DISCREDITED IDOL.

A YEAR ago on the 9th of October, Paul Kruger, President of what was then known as the Transvaal Republic, issued his ultimatum to Great Britain; a message so outrageous in its demands as to be virtually a declaration of war. As our readers will doubtless remember, President Kruger demanded that Great Britain should not only cease sending reinforcements to the British colonies in South Africa, but that she must practically send all those that were there out of the country. A more outrageous or unfair demand was never made by one civilized nation upon another, and its impertinence was all the more pronounced when it is remembered that not only had President Kruger been preparing for war against his suzerain, Great Britain, for years, but had mobilized all the military forces of the Transvaal, and had massed them in threatening positions on the borders of Natal and Cape Colony, both of which colonies were at that period practically defenceless against invasion. In addition to this he had called upon his ally, the Orange Free State, to come to his aid with all the troops that they could muster, and this in spite of the fact that that country had always been on the most friendly terms with Great Britain, and had no cause whatever of quarrel with her. As if this were not even sufficient, the wily old Boer President had sent emissaries all over the northern districts of Natal and Cape Colony who not only persuaded the Boer residents of those colonies to revolt against the British Government as soon as war was declared, but supplied them *ad lib* with modern arms and ammunition.

This in short was the situation just a year ago, but since that time much has happened, and proved conclusively that Paul Kruger was not the heroic patriot he was represented, but a scheming, unreliable old charlatan, who has not only wrecked his country, but has taken advantage of the catastrophe for his own personal aggrandizement. The old heroic figure is gone, and in its place we now have a broken down and discredited old schemer whose thoughts are not for the relief of the men he has misled to their own undoing, but how much of the spoils of the war he can manage to escape to Europe with.

The war which was to have staggered humanity, has proved to be but little better than a fizzle, ever since the British got enough men and guns on the ground to justify them in commencing offensive operations. For nearly six months it has simply been a triumphant march for the ever victorious British troops, whose acquaintance with the enemy has mostly been in the nature of rear guard actions with a foe which apparently had lost all stomach for real fighting, and abandoned elaborately fortified positions one after another, without any serious attempts to hold them. Even Pretoria, the Boer capital, on the fortifications of which millions of dollars had been spent, and which they claimed to be impregnable, was evacuated without their firing a single shot in its defence. This has been the story of the past six months, and while the conduct of the war reflects nothing but credit upon British generals and the troops under their command, it has been more a struggle against tremendous odds in the matter of climatic and geographical obstacles, than any real fighting strength that the Boers have put forward during this period.

It has been quite apparent for some time that the real fighting is practically over, and what remains is really police work which can be better and more quickly effected by the irregular mounted force which is being raised by Gen. Baden-Powell, than by the regular troops now in the field. When this force once gets fairly to work, they will speedily put an end to sniping and guerilla warfare which has been going on for some time past

Turning aside from the war in the Transvaal, which may now be fairly said to have ended in the complete subjugation of the Boers, and the wiping out of every vestage of political independence which they formerly possessed, the question which now confronts Great Britain is how best to reap the full benefit of the victory. The election which has been held in the Mother Country during the past month was practically fought out on the issue of the South African war, and the overwhelming support which the country has given to Lord Salisbury's government is proof positive that the British people will submit to no half-way measures, and that they want the South African question settled for all time. They have made a tremendous sacrifice of life and money in subjugating and annexing the two South African Republics to the British Empire, and they are bound that they shall stay annexed if such a thing is humanly possible. The verdict of the British electorate at the polls, is a mandate to the British Government that they want no more Majuba Hill magnanimity, but the inauguration of a firm though conciliatory policy which shall not only keep South Africa under the British flag for all time, but shall weld Boers and Britons into one homogeneous people, possessing the fullest measure of freedom and thoroughly loyal to the Empire. In Sir Alfred Milner and Gen. Baden-Powell, Great Britain has a couple of leaders that it would be hard to equal anywhere for courage, probity and ability, and it is reasonable to suppose that five years of their wise administration will not only remove any danger of another revolution in that portion of the Empire, but that the Boers will realize that they possess more real freedom and prosperity than they ever did under their so-called republics.

WE BOTH THANK YOU.

Editor TRADER—SIR :

The object of this communication is two-fold. First, to thank THE TRADER for the many useful hints which it has given me since the first publication, all of which I have read, but never before embraced an opportunity of tendering my thanks.

Second, in reference to enquiry of "Mainspring" as to American watches, he should have no difficulty as he probably gets the different sizes and grades already prepared. In Swiss watches, if he will take off the covers of one-half dozen barrels with original springs, he will find the spring takes thirteen turns in the barrel, leaving enough space for the arbor to take from four and one-half to five turns to wind up, for English levers the same number of turns of spring in barrel, with room for arbor to take three quarters of a turn more than number of times the chain encircles the barrel.

I am yours truly,

READER OF TRADER.

CAMBELLFORD, 5th Oct., 1900.



In no way can jewelers better dispose of their OLD GOLD than by sending it to us. Experience and proper facilities enable us to give accurate valuations, and the returns are promptly made in



or if credited on account the cash discounts are allowed. If our offer should not be satisfactory, the gold will be returned in the same condition as received, so that there is no risk of not getting full value. We pay at the rate of 4c. per K.



This represents an ingot of Fine Gold, almost 24 karat fine, the shape in which the old gold after being refined goes from the Refining Department into the Jewelry Manufacturing Department. We are at no expense in selling the refined gold but use it all in our Factory, enabling us to give the best possible returns for Old Gold, Sweepings, Filings, etc.

Consignments of OLD GOLD solicited from the JEWELRY TRADE ONLY.

GEO. H. LEES & CO.,

Gold Refiners. Hamilton, Ontario.

A GREAT SUCCESS

Are the New Fall Styles.

Careful examination and comparison with other makes have resulted in a **Universal Trade Verdict** in favor of the beautiful new Fall styles of

Rings, Brooches, Pendants, Lockets, Scarf Pins.

These new styles represent Rings and Brooches in their highest and richest perfection, and their beauty is backed by an enequalled wear record and guarantee of unquestioned reliability. Don't select your Fall stock without a careful inspection of these goods.

Our Stock is Complete.

J. J. ZOCK & CO.

MANUFACTURERS OF

Finest Jewelry.

32 & 34
ADELAIDE ST. WEST,

TORONTO.

Repairs. Give us a trial with your repairs and you will be pleased with the result. Prompt and neat.

PRICE LIST

OF

WATCH REPAIRING

AGREED UPON BY

THE RETAIL JEWELERS' ASSOCIATION OF CANADA,

JUNE, 1887.

To which every Retail Jeweler in Canada is respectfully requested to conform.

WATCH REPAIRS.

Arbors, barrel	$2 00
Arbors, barrel, with solid ratchet	2 50
Arbors, balance	2 50
Barrels, ordinary	2 50
Cleaning	1 00
Cleaning chronograph	3 50
Cleaning ¼-hour repeater and chronograph	5 00
Cleaning minute repeater and chronograph	6 00
Cylinder	2 50
Chains, fusee	1 50
Chains, repairing, from	0 50
Case springs, lock	1 50
Case springs, fly	1 00
Hair springs, ordinary	1 50
Hands from	0 20
Jewels, hole	1 00
Jewels, cap	0 50
Jewels, cap in setting	1 00
Jewels, roller	1 00
Lever forks	2 00
Mainsprings, ordinary	1 00
Pallets	2 50
Pivots, balance	1 50
Pivots, ordinary	1 00
Pinions, ordinary	2 00
Pinions, Am. centre, with arbor	4 50
Screws	0 25
Wheels, ordinary	1 50
Wheels, escape	2 00
Wheels, hour and minute, each	1 00
Watch glasses	0 15
Watch glasses, special	0 25

CLOCK REPAIRS.

Cleaning French striking from	$2 00
Cleaning French time from	1 00
Cleaning ordinary 8-day Am. from	1 00
Cleaning ordinary 1-day Am. from	0 75
Cleaning nickel alarms	0 50
Brooch pins, common	0 10

OUR MONTREAL LETTER.

(From Our Special Correspondent.)

The chief event of the past month has been the visit of Our Grand Old Man, Lord Strathcona and Mount Royal, the Uncrowned King of Canada. He was met at the station by the students of McGill, who took the places of his horses, and drew along his carriage to his home on Dorchester Street, amid a scene of great enthusiasm. Since then invitations to this and that function have poured in upon him from all directions, and there have been none so poor in their esteem of lofty character, public spirit and wide-spread philantrophy, but have delighted to do him honor. His benevolence has been almost boundless; his administration of his present high office has reflected the greatest honor and material good upon Canada, and the nobility and splendor of his latest gift to the Empire, the Strathcona Horse, are unparalleled in the history of nations. Such men dignify and exalt human nature, and are the true princes of the world. Lord Strathcona is now 82 years of age, and a marvel physically as well as mentally.

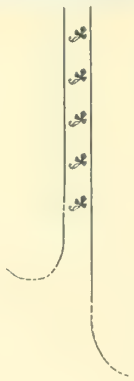
The new harbor works of Montreal are even now sufficiently under way to show that ours will be one of the finest ports in the world when they shall be finished, but unfortunately the trade of the port has fallen off considerably since 1898, owing to the highly discriminative rates of marine insurance charged against the St. Lawrence route, compared with the rates charged from United States ports. This discrimination ranges all the way from 150 to over 400 per cent., and is rapidly diminishing our opportunities of doing business. An agitation is on foot to obtain a Government system of marine insurance, as this would seem to be the only way in which a reasonable tariff is to be had. As the advance or decline of our national port very materially concerns the Dominion as a whole, help in this direction is expected from other places. Toronto already has promised assistance.

One of the worst cases of fraud which has ever been brought to light is now being investigated in the Montreal courts. It now appears that several of the Montreal banks have advanced sums exceeding $400,000 on fraudulent warehouse receipts, which represented no value whatever. The frauds were discovered by the banks in March last, but the public was not acquainted with the matter until very recently, and indignation because of this is very fierce and general. Montreal has been the happy hunting ground for a very fine and large assortment of criminals during the past year, and there is not the least doubt that past municipal rascality, and the condonation of crimes upon the part of some of our leading financial institutions are in a great measure responsible for this degrading and alarming state of things. It is high time that such an Augean stable of corruption should receive a thorough cleansing.

Mr. Frederick Sharpley has registered as proprietor of the firm of Rice, Sharpley & Sons, jewelers and fancy goods, St. Catherine Street, Montreal. This firm's new premises are very handsome and extensive, and it carries one of the best selected stocks in the city.

Mr. A. R. Harmon, representing the American Waltham Watch Co., in Canada, paid a visit to Toronto and the West

Every Jeweler



Should keep his valuables over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

J. & J. Taylor,

Toronto Safe Works,

Toronto.

during the month just ended. Mr. Harmon says that the demand for high grade watches continues to be exceptionally brisk and that he is still unable to fill orders as they are received. Mr. Harmon remembers many very busy times in the past, but no other period which equals the present in this respect.

Mr. J. C. Barlow, bookkeeper of the Waltham Watch Co., has joined the ranks of the golfers, and can now wallop the balls around with the what-do-you-call-'ems in great style. Mr. Barlow is developing a huge muscle on his strong right arm, and the scenery around Fletcher's Field is beginning to tremble in its boots. It has had its leafy bonnet knocked off already, but some charge the responsibity for this to the time of year. Our coming champion says that the beauty of golf is, it's partly a game and partly a walking match.

Mr. P. W. Ellis, of the influential firm of Messrs. P. W. Ellis, & Co., Toronto and Montreal, was in this city recently to make the final arrangements for the extension of the Montreal premises in the Canada Life Building, St. James Street. Mr. Ellis attended a meeting of Montreal manufacturers while here, as a representative of the Canadian Manufacturers' Association, the object being to bring about an amalgamation of the interests of Dominion manufacturers.

Mr. T. P. Bowen, local representative of Mr. Jas. Eastwood, New Glasgow, N.S, in Toronto, was in Montreal recently in the interests of business.

Mr. H. W. Patterson, of the firm of Messrs. Smith, Patterson & Co., Boston, paid a welcome visit to Montreal with that celebrated body, the Ancient and Honorable Artillery Co., of Boston. It was Mr. Patterson's first visit to Montreal for a long time past, and he was welcomed by many old friends. Mr. Moses Cochenthaler, the popular St. James Street jeweler, was especially devoted in his endeavors to give the visitors pleasure. Mr. Patterson was born in Nova Scotia, and is one of the many successful Canadians who have moved across the border. Mr. Patterson is in the best of health and does not look a day older.

Mr. Geo. Ellis, representing Messrs. P. W. Ellis & Co., in fine jewelry and precious stones, was recently attending to his sparkling business in Montreal.

Mr. John Caswell, son-in-law of Mr. Royal E. Robbins, treasurer of the Waltham Watch Co., spent a few days last month at the Windsor Hotel, accompanied by Mrs. Caswell, and afterwards left for Boston. Mr. Caswell had just returned from a hunting expedition in the Restigouche district, where besides the regulation limit of deer, his party shot four black bears, and he himself shot one of the latter which was seven feet long. This is not a fish story, and don't you forget it!

Mr. Jacob Levy, of the Levy Bros Co., Hamilton, met with his usual business success upon his latest visit to Montreal.

Mr. Jas. A. Pitts, the well-known jobber of the Temple Building, and Canadian representative of *The Keystone*, Philadelphia, recently received a visit from Mr. Stevenson, a representative from *The Keystone* headquarters.

Mr. A. A. Abbott, has been suffering from rheumatism, and is still in the hands of the doctor.

Mr. R. A. Kettle, of the American Waltham Watch Co., passed through Montreal upon his return to his quarters in Chicago. Mr. Kettle is highly appreciative of the good service of the International Limited of the G.T.R.

Mr. R. J. E. Scott, chief time superintendent of the C.P.R., has just returned from a business trip over the Boston branch of the line.

Mr. C. H. A. Grant, manager of the Montreal Watch Case Co., returned to Montreal from a very profitable trip to the Pacific Coast last month.

Major W. J. Stewart, of the M. S. Brown Co., Montreal, was very happily engaged during the visit of the Ancient and Honorable Artillery Company, in providing entertainment for the officers and men.

Mr. Moses Michaelson, of Messrs. I. L. Michaelson & Sons, Montreal, has grown tired of single unblessedness, and is busily engaged in helping to build a nest of his own. In a word, before this paragraph meets the eye of the gentle reader, he will probably have multiplied his family by a better half, the only way, we are told upon the best authority, that a man can become complete. Previously he is only a fraction.

Mr. "Tommy" Mackenzie, shipper of the American Waltham Watch Co., is making preparations to leave Mr. Harmon and go to the Waltham factory with the intention of learning the business. "Tommy" is the third of the family who has served faithfully and well in the Montreal office; "Thomas" has put in a service of six years, and he has the happiness to have gained the good opinion of his employer, who gives him the best of characters.

Mr. and Mrs. Henry Birks and Mr. Gerald Birks who have spent the last three months at Westmount, are once more established at 299 University Street.

Mrs. Alfred Eaves will be at home to receive her friends every Wednesday at 501 Claremont Avenue.

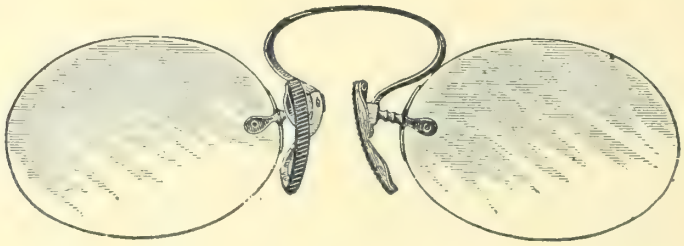
Mr. Norman McLeod, son of Prof. McLeod, chief superintendent of the G.T.R. time service, spent a few days with his parents towards the close of last month.

HOCHELAGA.

PEARLS IN OYSTERS.—Pearls have been lately discovered in oysters at Bergen, Norway, among which was one valued at 300 crowns. In a restaurant in Berlin, Germany, two pearls have been found recently in oysters, valued at $100 each.

THE DEMAND FOR SAPPHIRES.—The continued rise in the price of rubies and emeralds has induced jewelers and the public in general to seek far less expensive stones to blend harmoniously with diamonds and pearls. Hence the demand for sapphires. For some time the light sapphires of Burmah and Ceylon have ranked foremost, but at present the darker shades are preferred. Some people, however, attach a greater value to the lighter shades by reason of their glittering properties at night. Lately the Montana sapphires have become of greater importance in consequence of their proportionately low prices and their brilliancy by day and night. Many of these have been shipped to Europe for polishing.

FOR FINE FITTING FRAMELESS WE ARE FAVORITES.



The reason some frameless become rickety after short wear is because the straps do not bear evenly on the lenses, or the metal is too soft to stand the bending strain to which they are subjected.

The drilling of the lens the merest fraction of a millimeter from the required spot will prevent the proper fitting of the strap. This we avoid by using automatic drill beds, the invention of our Mr. L. G. Amsden, which gauge the positions with absolute accuracy.

Our straps are of a hard metal. In our filled mounts, for instance, finding it impossible to make filled straps of sufficient resistance, we use solid gold on our regular C. Bros. rimless mounts.

These are two reasons for the excellency of our rimless, but there are others.

The COHEN BROTHERS, Limited,

Makers of High-Grade Spectacleware,

24 Adelaide St. West, TORONTO, CANADA.

A TRIUMPH OF MERIT IN SPECTACLEWARE.

A few years ago we introduced **14k. Filled** Goods as an experiment. Their success has exceeded our most sanguine expectations. One after another of the prominent Opticians experimented with a small assortment. Emboldened by success, they bought larger, pushed 14k. Filled more enthusiastically, until to-day

C.B. 14k. FILLED

occupies a conspicuous place in the stock of almost all the prominent Opticians in the Dominion.

It pays to push 14k. Filled Goods,

1. Because they are rich in color.
2. Because they are perfect in finish.
3. Because they are most elastic of all filled frames.
4. Because they are of tried and unquestionable durability.

The COHEN BROTHERS, Limited,

Makers of High Grade Spectacleware,

TORONTO.

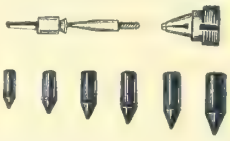
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NO MORE BREAKING OF SLEEVES IF YOU USE THESE CELEBRATED SLEEVE TIPS.

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AN EXPERIENCED TRAVELLER

for Western Ontario and Lower Provinces. Best of References required. Good Salary and Permanent Position to the right man. Apply to

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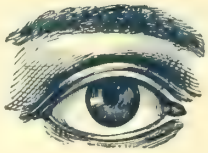
The best course of Personal or Correspondence Optical Instruction for beginners or advanced students. Established 14 years.

FOR PARTICULARS ADDRESS

JOHN S. OWEN, M.D., PRINCIPAL,
23 EAST ADAMS AVE., DETROIT, MICH.

The Canadian College of Optics.

Devotes its whole attention to making its students first-class opticists as applied to spectacle fitting. Everything is essentially practical.



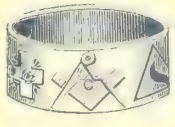
WHY NOT
take the best course when it costs no more?

The last class for this year commences Nov. 6th.

For further particulars, address,

W. E. HAMILL, M.D., Oculist, 88 Yonge St., TORONTO.

J. H. JACKSON & CO.



Jewelry Engraving and Enameling in all branches

Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and Ornamental Work.



Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.

9½ Adelaide Street East, TORONTO.

PEARL SETTERS.



Pearl setters will find LIQUID AMBER the best cement for their use.

It is much stronger than mastic and other substances sometimes used for that purpose.

It is easy to apply and is perfectly colorless and transparent.

BM TRADE MARK BM TRADE MARK



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John E. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

B. N., Que.: "I have a patient a man age 55 who has used convex glasses for nearly 20 years to read and work with. When the light is poor or the print is small he uses a little stronger pair. He can see clearly with both eyes with plus 2 D. S., also with plus 2¼ D. S. His right eye has always been a little stronger although he does not complain of one more than the other, the only difference being that his left eye always feels a little weak. When he shades his left eye with his hand to prevent the light from shining on it, it feels better. Sometimes his left eye pains him more at night than during the day. What do you think can be done for him?"

The weakness of which he complains is probably due to over exertion of the eyes during the day for near work. The unnatural strain on the eyes whilst engaged in near work, would have a tendency to produce irritation of the nerves and muscles, supplying the eyes whilst the congestion would cause more or less pain and aching. When the left eye is turned from the light, the circulation of the blood becomes more equalized and then the condition is relieved.

One way to relieve this condition is to bathe it in hot water dashed against the closed eyes for ten or fifteen minutes, or hot clothes placed against them would so stimulate the circulation that the congestion would seem to disappear. This hot water bath might be applied from two to four times daily.

In order to avoid a repetition of the trouble it would be necessary to avoid the cause if that were possible, but as it is impracticable then he must do the best he can. It might also be advisable to look after the general health, and if necessary build it up.

C. D., Que.: "What is a Cross-Cylinder?"

A Cross-Cylinder is a lens which is cylindrical-convex in form on one surface, whilst the opposite surface is cylindrical-concave. The axes on the cylindrical surfaces are always at right angles. The lens is then convex in one meridian, and concave in the opposite meridian. If you will take a plus 1 D. C. and a minus 1 D. C. and place them together with the axes crossed or at right angles to each other you will then have what is called a Cross-Cylinder. Such a lens or combination is not used by Oculists and Opticians who use the best system of fitting lenses for the correction of defective vision.

W. D., Ont.: "Is there any way to tell the strength of lens required for Presbyopia, without trying one after another until one is found which suits?"

We have tried the various methods of fitting Presbyopia with a view to finding the most accurate and rapid, and after giving them all a fair trial and keeping the important points in view, we decided the old fashioned and universally used graduated reading test card to be the most desirable method. It may not be generally known that this old fashioned card is founded upon science as well as experience, and unlike all other methods it has stood the test of time and criticism. It would require too much space to give a complete explanation of its graduation as founded on scientific principals, and therefore we will let it suffice to say that the graduated test card is in reality a continuation of the distant test card. In the distant test chart the lowest line of letters should be read as far from the card as ten or twenty feet, according to the size of the letter, whilst in the reading card the finest print cannot be read at a greater distance than one foot. The larger print being graduated from one to nine feet. On some of the reading cards the distance at which the print can be read is indicated in a similar manner as on the distant charts, and on others the one most commonly used the number of the lens required to enable one to read the finest print is printed near the various sized types. The method of using is very simple. Find the smallest print which can be read at the usual reading distance. If this be not the finest, the number near it will indicate the convex-spherical lens necessary to enable one to read the finest print. We prefer to try the eyes separately although some get good results from trying both eyes together. These graduated reading cards may be obtained from any wholesale optical dealer.

G. P. B., Ont.: "I have a boy, ten years of age who requires minus 12 D. S. for the right eye, and minus 14 D. S. for the left. When he wears these glasses for a week they make him very dizzy and sick, and especially when he tries to read with them. They were the best I could do for him but he cannot wear them. He has no Astigmatism. What would you do in such a case?"

We would reduce the strength of the lenses one Dioptre. If any unpleasant sensations are experienced, we would reduce them one more Dioptre, and continue so until a pair is reached which could be worn with comfort. He should have a separate pair for reading. Each lens for reading should be about three Dioptres weaker than the distant correction, if he wanted to read or study about thirteen inches from his eyes. If they were wanted for reading music at 20 inches, they should be two Dioptres weaker than the distant glasses. A good plan to reduce the strength of the distant glasses to the desired extent, or after reading is to place before them the convex lens in a grab front, this will make the changing from one pair to another quite unnecessary, and is very gratifying to people who are obliged to wear two pairs of glasses.

End of the Winsted Optical Co.—Hartford, Conn., October 6.—In pursuance of an order issued by the Supreme Court, the accounts of the Winsted Optical Company, amounting to over $10,000, were sold to C. C. Middlebrooks, at public auction last Wednesday, for the small sum of $12 75, by Jay E. Spaulding, the receiver. The accounts are largely for stock sold by the company during the several years that it was in existence. The failure to collect bills when due was the cause of the company's becoming insolvent in September, 1898, shortly before which time the president of the concern, F. A. Clarke, died. The selling of the accounts at auction winds up the affairs of the concern.

ORIENT EYE-GLASS CASES.

We have repeatedly impressed upon the opticians the importance of presenting patients purchasing better grades of spectacleware with a case that would be a credit to the giver, keeping him in grateful memory of the receiver.

There is no case better adapted for protecting eyeglasses, and particularly rimless, than the ORIENT.



The body of the case is made from steel plate, lined with rich velvet and covered with fine leather, is easily opened and easily closed.

The durability is assured. It is the only eye-glass case having a cover attached with a metal hinge, all others being hinged by the covering, which is easily cut.

Then the price is no greater than many inferior kinds.

For a good, convenient, durable case we recommend the ORIENT.

THE MONTREAL OPTICAL CO.,

MAKERS OF FINE SPECTACLE CASES,

MONTREAL.

OPERA AND FIELD GLASSES.

NOW IS THE TIME TO SECURE THEM.

The Montreal Optical Co. handle a full line of the most famous makes of Opera and Field Glasses. Their collection of the famous Lemaire being particularly complete.

If you are interested, drop a postal card to the Montreal Optical Co., stating about what lines you are interested in, and they will send them on approbation. If you are not satisfied, they pay return charges. After December 1st, however, no Opera or Field Glasses will be sent out on approbation, and all not returned by that date will be charged for.

The Montreal Optical Co.,

IMPORTERS OF FINE OPTICAL SPECIALTIES.

THE TRADER

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.

MR. E. C. CULVERHOUSE.

Mr. E. C. Culverhouse, the recently-elected President of the Canadian Association of Opticians, was born in England, and at an early age transplanted by his parents to Canadian soil, and soon after (1867) was apprenticed to learn the trade of watchmaking with Carnegie Bros., the old-time Toronto jewelers. After completing his apprenticeship he remained in the same employ, showing great preference and special adaptability for the spectacle work, when he came to be known as the "spectacle seller."

Leaving Toronto in 1877 to engage in the jewelry business in Thorold, at that date a promising town, Mr. Culverhouse remained there long enough to confirm his love of optics, from whence he went to Chicago, and attended the Chicago Ophthalmic College. After graduating he entered the employ of the Montreal Optical Co., as their representative in Ontario. Finding here but little scope for the study and practice of the science in which he delighted, he accepted a position with Savage & Co., of Guelph, remaining for two years, but finding the sphere too limited he returned to Toronto, establishing the optical department of Messrs. Ryrie Bros., over which he so ably presides to the present day.



MR. E. C. CULVERHOUSE,
PRESIDENT OF THE CANADIAN ASSOCIATION OF OPTICIANS.

Mr. Culverhouse has been an earnest student, and is a graduate of the Canadian Ophthalmic College, the Optical Institute of Canada, the Detroit Optical Institute and the Chicago Ophthalmic College, and has, in addition, undergone several private courses in the higher branches of optical work. He is a great advocate and successful operator in Retinoscopy and Muscular Corrections, and the extensive practice which he enjoys bears testimony to the success of his efforts.

Mr. Culverhouse is a frequent lecturer on optical topics, a member of the board of examiners of the Canadian Ophthalmic College, and a firm believer in the optical future of Canada and the benefits of optical organization.

According to a San Francisco paper, children of James Watt, inventor of the steam engine, are now living in California.

THE SPECTACLE AND EYEGLASS HABIT.

By Norburne B. Jenkins, M.D., Chicago.

Wearing spectacles or eyeglasses out of doors is always a disfigurement, often an injury, seldom a necessity It is a common thing for people with some trifling or passing trouble of the eyes, only needing rest, to be advised to wear glasses all the time. If this is done, the ciliary or focusing muscles may get weak from not having proper work, and spectacles become a necessary evil.

Those who can be benefited by wearing suitable glasses for reading and near work are many. Few, though, need to wear them out of doors or in public; indeed, more than half who do so see at a distance as well, or better, with the naked eyes than with the spectacles.

If a person's vision for distant objects is satisfactory to himself, and seems good enough to keep him out of danger, there is no sense in wearing glasses on the street or in public. If the right glasses are worn for several hours a day while reading or about the house, the eyes will be rested so much that the useful exercise of out-of-door sightseeing may be taken without the spectacles. As soon as the eyes feel tired wear them again until rested.

In order to stand the strain of a bright light for several hours at a time, as at the theatre, the eyes should be rested with the glasses for a few hours beforehand. Naturally, some eyes need much more rest than others. The nearer perfect the fit of the glasses, the longer they can be left off at a time. Wrong glasses may help more or less, but they do not entirely relieve the strain of the focussing muscles, so they have to be worn nearly all the time to get all of the little help that comes with such glasses.

Distant vision requires little work of the focusing muscles, and will not cause distress for hours if these muscles are perfectly rested beforehand. If glasses are really needed, reading and near work should hardly ever be undertaken without them, for strain of the focussing muscles from this cause often lasts for hours or even days.

Glasses are very disfiguring to women and girls. Most tolerate them because they are told that wearing them all the time is the only way to keep from having serious eye trouble.

If glasses are all right they will seldom or never have to be

"Silverware that Sells."



Each succeeding year demonstrates, if possible, more fully than the preceding one the truth of our claim that we make "Silverware that sells."

Every month of our business shows a very decided increase over the corresponding month of previous years.

We are pleased with such a showing, it demonstrates to us that our customers like our goods, and that they approve of our principle of making fair-priced goods, the quality of which is guaranteed and the finish satisfactory. "Junk" is cheap and it may sell---once, but it won't make for you a satisfied customer, and we think that that is what you want in the long run. Don't you?

Buy Our Goods and be Happy.

Standard Silver Company, *Limited,*

31-43 Hayter St., TORONTO, CANADA.

worn in public. If the eyes are nearly perfect in size and shape, there will be no need for spectacles, even in reading, until about the fiftieth year. It is surprising how few people have perfect eyes. All adult eyes, to be perfect, must be just exactly of a standard size and shape—as much so as minted dollars. Children's eyes are too small at first, but in time grow. If an eyeball is too small, too large, or not perfectly round, spectacles will have to be used as soon as the focusing mechanism—the ciliary muscle and the crystalline lens—fails to make the sight what it should be.

The easiest way to tell whether glasses are needed, or to find out if they are anything like right, is to hold the finest print about sixteen inches off and right in front of the eyes, with a good light falling on the print from behind. Keep both eyes open during the test, and cover first one eye and then the other with a card to see if the print looks exactly alike to each eye. If it does, and if print like this, in the *New York Medical Journal* [about same as in THE TRADER], can be read for six or eight hours a day steadily, there is as yet nothing wrong enough to pay any attention to. After the fiftieth year this test will show the slightest imperfections. If one under thirty finds the print unlike, or is unable to read with comfort, something is badly wrong. The complicated tests all have their places, but this test is given to the general practitioner, and is about all that he needs to find out just what is wrong. A man may see the print alike with bad eyes or wrong glasses; he may read with comfort with bad eyes or wrong glasses; but he cannot see the print alike and read with comfort unless the eyes are about right, or made so by glasses. The cheap glasses in the stores suit about half the people. They do no harm, and cannot be improved upon if the above test shows nothing wrong.

The methods of testing for glasses that are in general use must change, for they yield good results only in the simple cases. About half of the people have eye imperfections that are hard to find, and still harder to correctly estimate, and the present methods are powerless to give the needed relief. Many with complicated imperfections have their eyes tested every few months, and get no two pairs of glasses alike and no one pair right. Estimating an imperfection and fitting an eye is purely mechanical and mathematical, and there is just one glass that is a perfect fit, and this once obtained is good for life, as the changes necessary with advancing age are then easily made.

Most think testing the eyes is a simple matter. This is because so many have neither astigmatism nor unlike eyes, and are able to pick out good spectacles for themselves or be fitted by peddlers. Many are badly hurt by wrong glasses. For instance, in lots of cases people think they are seeing all right when they have been fitted, so they only use one eye and unconsciously suppress the retinal image of the other, which becomes amblyopic from lack of proper use. In others the glasses suit some older person, are too strong, and, all unknown, the eyes have been made five or ten years older than they really ought to be.

About one old person in four uses but one eye in reading. This is because of wrong glasses. The best oculists often spend hours in testing the eyes of the young, and then fail to get the right glasses. As for the eyes of the aged, they are usually gone over in a perfunctory and stereotyped way, and given a pair of magnifiers, and these suit only about half of them. The other half have astigmatism, together with unlike eyes. While eye imperfections may not cause as much pain to the aged as to the young, they interfere far more with the proper use of the eyes after middle age than before. The eyes of the young are hard enough to fit, but the eyes of the aged are even harder if there is the least astigmatism or difference in the size of the two eyes. Reading is the chief and about the only comfort that most old people get out of life, and no doubt early dotage often comes from not being able to keep the mind active by reading. The routine way of testing the eyes of the aged is a great evil, for most of them can read or see about as well as ever if they only get the right glasses. Many do this with peddlers' glasses.

In farsightedness the eyeball is too small or too short; in nearsightedness, too long or too large; and in astigmatism it is imperfectly rounded. Astigmatism, or warped sight, is hard to explain and seldom understood. The tough, transparent skin, the cornea, fits in the front of the eyeball like a round, saucer-shaped pane in a window or like a bulging crystal on a watch. If the cornea is perfect, it is shaped something like the big end of an egg. If it is imperfect, it is shaped more like the side of an egg or a warped saucer. This bad shape is astigmatism. About half of the people have enough astigmatism in one or both eyes to give trouble at some time of life.

Astigmatism causes more eye trouble and interferes more with reading than all other troubles put together. People who have every kind of mysterious eye trouble, when properly examined, are usually found to have astigmatism. It causes blurring of the print, pain in the head and eyes, nervousness, fretfulness, etc., and is most apt to give trouble when the focusing muscle gets weak from sickness, overwork, etc., or when the crystalline lens gets hard from age. Astigmatism is such a difficult imperfection to properly estimate that glasses have not as yet benefited astigmatic eyes anything like as much as they should have.

Imperfections, especially nearsightedness and astigmatism, are apt to be more pronounced in one eye than in the other, and, worse still, are usually so badly mixed up that a glass which fits one eye would injure the other, the eyes being so unlike. Many with unlike eyes, united with astigmatism, require a pair of spectacles that would fit nobody else.

A few have eyeballs so imperfect that they are deformed, and the focusing mechanism is powerless to make the sight good even for distance. Such eyes require the thickest and heaviest glasses, and these have to be worn nearly all the time.

The medical profession, for the most part, has considered testing the eyes for glasses beneath its dignity, consequently this branch has always been largely in the hands of mediocres and quacks, and the people have been the victims. Restoring and preserving the sight with glasses is one of the greatest and broadest, as well as one of the most difficult, branches of medicine. The glass is one of the greatest powers in the science of medicine, for is it not like a splint to a broken leg, like a bed for a tired back, like opium for pain, like an artificial limb to the maimed, or a crutch to the crippled? It

MONTREAL, Sept. 21st, 1900.

MR. H. R. PLAYTNER, Toronto.

DEAR SIR, I have championed the Canadian Horological Institute to such an extent and recommended so many to take a course of instruction there that my opinions are very well known. This I do for pure love of the trade, as wishing to see the standard steadily raised, which you are most certainly doing. Personally, I may say, the theoretical and practical knowledge gained and continued from even my short term at the Institute, has contributed largely to whatever of success I have had as a practical watchmaker.

The wise action which our leading Railway Companies have taken in recent years in demanding that a high standard of movement must be carried by employees on duty, has created a corresponding demand for (if you will allow the term) *high standard watchmakers*, because finely adjusted movements must not be handled with impunity.

Our young watchmakers should also remember that what they learn at the Institute is the *foundation* of the knowledge of horology, and must be continually and untiringly *built* upon, and not imagine that the structure (as it were) is complete.

I think it will be admitted that the local Watch Inspectors of the Canadian Pacific Railway are selected from the best men in the trade in Canada; and many of them who employ journeymen watchmakers have a growing partiality for men who have been through a course at the Canadian Horological Institute.

Yours truly,
R. J. E. SCOTT,
Chief Inspector Time Service C.P.R.

PORT-ARTHUR, Sept. 24th, 1900.

H. R. PLAYTNER, Esq.,

Principal Can. Horo. Institute.

DEAR SIR,—After having spent two and a half years at watch repairing since leaving your institution after a two years' course, it affords me much pleasure to testify to the great benefit a student derives from taking a course with you.

In the first place, the student acquires a much more accurate and systematic knowledge of his work; and secondly, it makes the business more professional.

I am quite satisfied that anyone who takes the course will have no reason to regret it.

Respectfully yours,
GEORGE E. GENDRON,
With A. ROSS & CO.,
Local Inspector R.R. Time Service.

SUMNER, Iowa, Oct. 2nd, 1900.

TO THOSE MOST INTERESTED.

Having completed my course at the Canadian Horological Institute, I feel justified in testifying as to the school and its work.

After eight years' experience (four years of which were apprenticed) and reading of various treaties on horology, including "The Lever Escapement," by Playtner, I found there was much to be learned in the art of watchmaking. Not being satisfied with my ability and realizing how important it was to receive a thorough training in my chosen profession I decided to visit this school.

To those young men who have higher aspirations and ideals and who wish to become expert workmen, I heartily recommend the Canadian Horological Institute.

This school I found to be *just as represented*, a place where one could acquire a knowledge indispensable and where scholars can reach the height of their ambition.

The mathematical problems and calculations, also the drafting taught at the school I find practical and applicable at the bench at all times. Wishing the school a healthy growth and a continuance of the good work. I am,

Yours very truly,
Local Inspector R.R. Time Service. GEO. G. KOEBERLE.

R. R. TIME SERVICE.

This is the only place to attend to learn the thorough repairing and adjusting of watches.

Workmen many years at the bench, often unknowingly change the established frictional equilibrium in fine watches—when only cleaning them as they believe—and destroy the isochronism of the vibrations, resulting in different timing and unreliable performance.

We can help such workmen. Terms reasonable, satisfaction assured. Write now.

CANADIAN HOROLOGICAL INSTITUTE,

115 King St. E., TORONTO, ONT.

H. R. PLAYTNER, Director.

VANCOUVER, B.C., Sept. 29th, 1900.

MR. H. R. PLAYTNER.

DEAR SIR,—Regarding the Canadian Horological Institute and its course of instruction as a business proposition, I may say to the intending watchmaker that I think it is the only plan to follow. A young man who learns his trade in the school may, in the course of two years, be in a position to earn a good salary. In that length of time, had he followed the apprenticeship system he would still be in the drudgery stage, picking up what he could in the way of instructions - perhaps from an incompetent superior—and drawing probably a dollar or two per week. From the day a boy enters the school he finds himself face to face with mechanical problems which call for his best efforts, both of hand and head. He has at his disposal all the modern tools and appliances used in the trade, and the most competent of instructors at his call. His business while attending the school is simply *to learn*, and with the opportunities at hand he is able to acquire in a few months what might otherwise cost him years of study and experiment.

The aim of the school is to teach the difficulties of the trade, and its course of instruction will be as much appreciated by the watchmaker of mature experience as by the novice, more in fact, as experience only will point out to a man his necessities.

Sincerely yours,
GEO. T. GILPIN,
With GEO. E. TROREY,
Local Inspector R.R. Time Service.

SUDBURY, Sept. 30th, 1900.

MR. H. R. PLAYTNER.

DEAR SIR,—I can honestly say that I have found my two years course at the Canadian Horological Institute to have been of inestimable value to me, and I can recommend any young man who desires knowledge of the art of repairing and adjusting watches to take a course at this school.

Sincerely yours,
CHARLES M. VANVALKENBURG,
With J. S GILL,
Local Inspector R.R. Time Service

ALLANDALE, Ont., Sept. 17th, 1900.

MR. H. R. PLAYTNER.

DEAR SIR,—Ever since leaving the Canadian Horological Institute in Aug., 1891, I have been in the watchmaking business here, and I must say the instructions I received in your school have been of constant practical use to me. Not only did I learn the way how to work, but also the reasons why.

Since being appointed local watch inspector for the G.T.R. in 1898, I have had 150 high-grade railway movements under my supervision, and the insight into the real science and art of watchmaking I received at your school has been of special satisfaction as well as profit to me. Hoping the Institute is receiving the patronage it merits,

I am,
Yours truly,
Local Inspector R.R. Time Service. W. B. WEBB.

Read above opinions from Chief Inspector and workers on time service of railways. All C. H. I. students.

acts like both sleep and exercise. It is a return of youth to aged eyes. It is often perfection and success in life instead of imperfection and failure. It may mean all that blindness or sight, all that the eye itself means. It is an "open sesame" to the mind, one which is too often never spoken. The fate of many, whether in youth to become a success or a dullard or in age a philosopher or a dotard, depends simply upon a pair of good glasses. Science by glasses has perpetuated the life of the mind a quarter of a century, if not longer. If science and wisdom could do as much for the other failing powers of life as spectacles can for the eyes, there might be many frisky centenarians. Spectacles are often the means of a ripened wisdom, and should be its badge and symbol.

It is a pity that the vanity of dramatic display has led the great oculists to the supposed great generalships and responsibilities of operations on the eye, to the benefit of the few, instead of bestowing their ability on the useful, though humble and too unknown branch of fitting the eyes with spectacles, for all science is defied to show such painless perfections and marvellous benefits as come from this lowly art. As for operations on the eye, this science shows the work of great minds, for it has become almost a handicraft, so easily acquired that it no longer brings special eminence or distinction or exclusive fees

Perfectly fitting glasses take every bit of the strain off the focussing muscles, and balance and ease and give the eyes their proper exercise, even in moderate reading. On the surface this looks as if good glasses ought to be worn all the time, but this is far from right, for such glasses do so much of the work of the focusing muscles that these would become weak from not having proper work. An imperfect eye cannot see well at any distance—especially for reading—without effort of the focusing muscle. Until late in life the focusing mechanism is so powerful that it can make the sight of a very imperfect eye, or from a badly fitting glass, about perfect. This is owing to the soft crystalline lens. Late in life the lens hardens, when even slight imperfections give trouble in reading; then perfectly fitting glasses are all the more necessary, else too strong glasses have to be used and the print magnified so much that only one eye is used, for the more print is magnified the closer and closer it must be held to the eyes. The aged can not hold print close like children and still read with both eyes at the same time. Old people who hold print close read with only one eye

Out of two dozen pairs of twenty-five-cent spectacles kept in the stores about one-half of the people can be suited if they only select the right pairs. To fit the others, the complicated cases, some millions or billions of pairs of spectacles—no two alike—are necessary, so the number of different pairs of spectacles that they can wear with more or less help, but without complete relief is very large, as glasses that come anything like fitting are some help; and, as there are so many pairs to select from, there are, of course, many and many that are makeshifts. People will wear and even praise glasses that by no means fit their eyes or enable them to read longer than an hour or so at a time.

A glass that magnifies a little bit, or a weak astigmatism glass, will give more or less relief to more than half who need spectacles. These glasses will by rights fit but few—in fact, their true use is very limited, for they suit only the simplest imperfections of the eyes—yet about half who wear glasses all the time have some such compromise. Neither knowledge nor skill is required to prescribe such. Just such glasses and such fits as these have made, and for a long time will make, fat sinecures for travelling spectacle experts and quack opticians.

The old rule, "Wear glasses all the time," should be changed to "Wear glasses just as little as possible." Some wear spectacles for years, and then by lucky chance lose them, only to find they get along better without. After wearing glasses only a few days many find the print looks worse to the naked eyes than before. This is a sure way to tell that glasses are wrong. Most people with troublesome imperfections of the eyes can not leave their glasses off even for an hour or so without discomfort. This is because they have wrong glasses. The right glasses can be put on and taken off at any time with ease and no more discomfort following than putting on or taking off a hat.—*N. Y. Medical Journal.*

A NEW BOOK ON OPTICS.

A new work on Physical and Physiological Optics published by *The Keystone*, 19th and Brown Streets, Philadelphia, has just appeared. It is 7 by 10 inches in size, cloth bound, and has 380 pages and 212 illustrations. The binding is a work of art, as well as the type which is large and well printed on good substantial paper. This work is translated from Dr. M. Tscherning's French edition, by Dr. Carl Weiland, an able specialist formerly connected with the Jefferson Medical College Hospital, Philadelphia. The author, Dr. M. Tscherning, is adjunct-director of the laboratory of Ophthalmology at the Sorbonne, Paris, France.

This book contains the cream of optical subjects up-to-date. Its distinguished author is recognized in the scientific as well as the medical world, as one of the greatest if not the greatest authority on his specialty. The book is composed of researches of several hundred eminent investigators, including Dr. Tscherning, who during the closing century made the human eye their life study.

"Physiologic Optics" contains the result of study and research of these eminent specialists reduced to a compact practical form which may be consulted with advantage by the student as well as the busy practitioner in Ophthalmology. The book contains many new things which are practical as well as interesting to the refractionist, and no practitioner should be without it. The chapter on Irregular Astigmatism is alone well worth the price of the book, and this is a form of astigmatism which is very lightly touched upon in the majority of text-books.

Without doubt "Physiologic Optics" is the best work which we have seen on the subject up to the present time. The 212 illustrations are simple and to the point, each one illustrating but one idea, and not two or more, as are often met with in works of this kind, much to the confusion of the student. We can conscientiously recommend this work to every student and practitioner of ophthalmic refraction. The book may be obtained from the publisher for $3.50.

JOHN S. OWEN, M.D.,
President Detroit Optical College.

Detroit, Mich., Oct. 18th, 1900.

THE TRADER

NOVEMBER.

Paper Boxes, Leather Boxes, Velvet Boxes.

Golden Oak Cabinets,

Polished Trays
in Walnut, Oak and Cherry.

FOR JEWELLERS.

All Our Own Make.

REMEMBER

We are the only firm in Canada that makes everything you need in Paper Boxes, Jewellers' Cases, Tags, Cards, Trays, Grips, Envelopes, Lithographing, Embossing, Printing, in colors and Gold. Silk and Velvet pads. Rolls for Flatware. Fancy woodworks, etc.

All in one factory under one manager. It will pay you to buy all your goods in Jewellers' Sundries, etc., from us.

If you are not already dealing with us send us your orders and be convinced that our goods and prices are right.

We have every faculty for turning out the best work on the shortest possible notice.

We also carry a very large stock of all Standard Lines and can fill your orders promptly.

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - TORONTO, ONT.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(*Continued.*)

It not infrequently happens that circulars are given for distribution to a boy with an insatiable appetite for inactivity, who carefully deposits them in an ash barrel or buries them in some vacant lot. The circulars are never heard of again and the deluded victim loses faith in advertising.

The best method of distributing depends largely on the cost of the circular, the community in which they are to be distributed, whether the same is concentrated or scattered, and also upon the article or articles advertised. There can be no fixed rule.

Thinking people object to having dodgers forced upon them. The dodger has lived its day—possibly served its purpose, and is now rapidly disappearing.

One of the largest users of this form of advertising, was a grocery firm in Philadelphia, having numerous branches scattered throughout the city. Each week they ran "Special Bargains" on a few articles, and as these articles were extraordinarily cheap, the circular did the work designed. It was a cheap circular, calling the attention of the "bargain craving public" to cheap groceries. The success of this firm produced an epidemic of dodgers, advertising butchers, bakers, grocers, etc. This same firm, however, was induced to try a small card in the daily papers. The card was more dignified, cost less, and as the dodger system was entirely abandoned and the newspaper ads. still continue, while the house is opening new stores and extending the old ones, we may assume that they did not find the dodgers as profitable as newspaper advertising.

Another firm of grocers, also in Philadelphia more centrally located, with but one branch store, and enjoying the patronage of a better class of trade, several years ago commenced distributing a readable leaflet of from four to eight pages, well printed on good glazed paper, setting forth their specialties, also enumerating certain particular bargains for the week, giving jots of useful information, etc., etc. Each paper was neatly wrapped and addressed to the house-wife of the various homes of those whose patronage they specially catered to. As these continue to be distributed, and as the house still flourishes, it is safe for an outsider to pronounce these leaflets an advertising success.

Abandoning the idea of dodgers or cheap circulars as inefficient even for a cheap grocery store, how much more are they to be avoided by jewelers, who are necessarily supported mostly by the patronage of the middle and upper classes.

Then comes the letter circular. While these are less costly than booklets, I am satisfied that the difference in price of the booklets, will be amply recompensed by the difference in returns.

It would be well for every jeweler to have distributed every month, booklets on such subjects as "Watch Words,"



Any Spectacle

is no more adapted to your face than any coat to your body.

The fit of the frame is as important as the fit of the lenses.

We make a specialty of both.

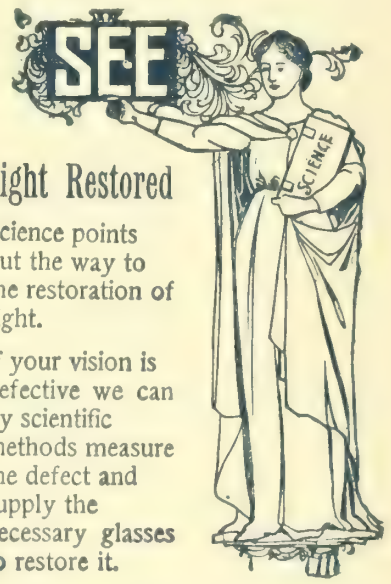
JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 61.

Eye Glasses that Don't Slip or Pinch.



When we fit eye glasses they fit firmly, yet comfortably, as near the eyes as the lashes will allow, each eye looking exactly through the centre of each glass.
Comfort assured.
Satisfaction guaranteed.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 62.



Sight Restored

Science points out the way to the restoration of sight.

If your vision is defective we can by scientific methods measure the defect and supply the necessary glasses to restore it.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 63.

F&B The "STRATHCONA HORSE"

F&B TRADE MARK REGISTERED

F&B TRADE MARK REGISTERED

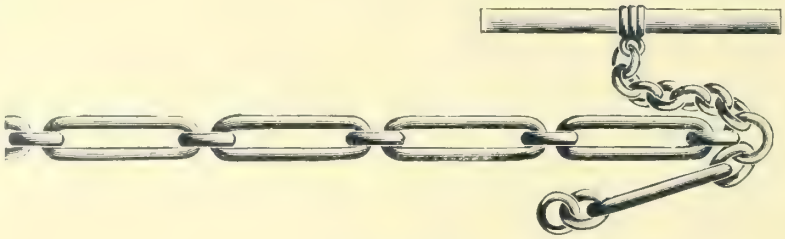
Was no more welcome to Gen. Roberts' army than honest goods are to the Canadian dealer; this accounts for our large sales in Canada.

We make **VEST CHAINS, FOBS, LOCKETS, CHARMS, BRACELETS, PINS and EARRINGS** in Fine Rolled Gold Plate, and, being made by our special processes, will wear for years.

BEST QUALITY and FINE FINISH are the two results we work for.



1730. LOCKET.



1213. VEST CHAIN.



1674. LOCKET.

Remember, we make the only complete line of **Sterling Silver Toilet and Manicure Goods and Sets** in the country, besides articles for the desk and a great many other useful things.

All are made of heavy silver and are finely finished, while the steel parts are the finest to be obtained.

The prices at which we sell these goods can only be reached by an immense factory like ours, which is equipped with all modern appliances for the production of perfect goods.

Remember, we can lay these goods on your counter, DUTY PAID, cheaper than any other house in the country.

THEODORE W. FOSTER & BRO. CO.,

JEWELERS and SILVERSMITHS, - 100 Richmond Street, PROVIDENCE, R.I.

Our Canadian Representative: MR. GEO. E. SMITH, 350 King St., KINGSTON, ONT.

THE Breadner Manufacturing Co.,

BANK STREET, OTTAWA.

Makers of Up-to-Date Jewelry.

HAVING MOVED from Carleton Place to the above address, we are now prepared to promptly fill orders for anything in our line.

Keep a Look-Out for this space, as we will use it to post you as to what we are making.

Our Traveller may not be able to call on all of you in time for the Holiday Trade.

We will be pleased to send Selection Package on receipt of request.

"Watch Talk" "Eye Defects and their Remedies," "Your Eyes and our Optical Department," "Our Stock of Clocks," "Precious Stones," "About Rings," "Items of Interest to Lovers of Jewelry," "A Short History of Finger Rings," "Ring Folk Lore," "Our Repairing Department," and a long list of etcetras.

It is only a question of time when some enterprising advertising expert will unite his efforts with an up-to-date publisher and get out booklets of this nature, not only for jewelers and opticians, but for tailors, hatters, milliners, undertakers, shoe-dealers, and even the barbers may set forth in a booklet the dangers of the present insanitary tonsorial methods and tell the public that he employs the same care in the matter of disinfecting his instruments, and that the methods are as entirely antiseptic as the most scrupulous surgeon—that clean linen is used for every customer, etc.

(To be continued)



UNITED STATES.

STRIKE SETTLED.—Canton, O., Oct. 12, 1900.—The striking engravers at the plant of the Dueber Watch Case Manufacturing Co. decided to-day to resume work Monday.

LASAR'S DIAMOND FORFEITS.—Lockport, N.Y., Oct. 11, 1900—In the Federal Court to-day a decision of forfeiture of diamonds worth $36,000 to the Government was entered in the civil action against the alleged smuggler, Max Lasar, of New York. The criminal action for smuggling the diamonds goes over to the next term of the court.

AN EMPLOYEE of the Elgin National Watch Co. factory has just completed a watch that indicates, besides the time of day, the day of the week, day of the month, month of the year, and the seconds of the hours. The dial was made in Switzerland. John Wyss, the watchmaker, constructed all the parts, except the dial, from crude materials.

A QUARTER-HOUR strike, six-foot, glass dial tower clock is being erected by the Seth Thomas Clock Co., in the new public building at Sturgeon Bay, Wis.; also a large tower clock in the Grand Rapids & Northern Railway at Grand Rapids, Michigan, and one in the Rock Island depot at Moline. Owing to a large number of public buildings nearing completion the tower clock business has been particularly good.

DEATH.—David Untermeyer, one of the most prominent members of the New York jewelry trade, and head of the firms of Keller & Untermeyer Mfg. Co., Chas. Keller & Co. and The Woodside Sterling Co., New York, died recently at the German Hospital, where he had been confined three weeks. Mr. Untermeyer had been suffering for some time with diabetes, and six weeks ago while at Arverne, N.Y., he slightly injured his foot. As a result of the diabetes the foot grew worse, and it was for this reason that he went to the German Hospital, when his family returned from their summer home. His injury grew steadily worse, his blood being in such a bad condition, and finally resulted in his death

PROBABLE REORGANIZATION.—Rockford, Ill., Oct. 10.—The prospects are that the Rockford Watch Co. will be reorganized. Henry W. Price has enlisted nearly all of the old stockholders to turn in their stock at twenty cents on the dollar and subscribe the remainder. This they are doing almost without exception. It is believed that a capital of $100,000 will be forthcoming in a short time.

THE E. Howard Clock Co. have just sold the building formerly used as a watch factory, adjacent to their present watch and clock manufacturing plant, to the Guyer Hat Co., who will transform it into an establishment for the making of their goods. The E. Howard Co. still retain the Howard watch business, however, and report an increased output during the past three or four months, with an excellent demand for their highest grade products.

SENTENCED.—Litchfield, Conn., Oct. 12.—Emil Vinovitch, New Britain, who with four companions has been on trial in the Superior Court here on a charge alleging the wholesale theft of brass from the Seth Thomas Clock Co. factory, Thomaston, was found guilty by the jury. The other four had previously pleaded guilty and turned State's evidence. Vinovitch was sentenced to a year and a half in the State prison; two of the others were given one year in jail each, the third eight months, and the fourth three months.

DIAMOND ROBBERIES.—At Cleveland, O., on Oct. 10, 1900, while one of two thieves held the attention of the clerk in the jewelry store of Burt Ramsey & Co., in the Colonial Arcade, the other reached into a show case, drew out a tray containing diamonds valued at $2,000, and escaped with it; and at Tiffin, O., on Oct. 12, 1900, a tray containing twenty-eight diamond rings, valued at $5,000, was stolen from the jewelry store of Lewis Zewald. While one of the two strangers held the attention of the proprietor the other unlocked the case in which the key had been left sticking, took the tray and walked out. Both escaped.

SYSTEMATICALLY ROBBED.—Philadelphia, Oct. 12.—The Philadelphia Watch Case Co., Riverside, N.J., whose headquarters are in this city, believe that they have hunted down the perpetrator of a long series of peculations of watch cases from their factory. Emil Fisher, foreman of the factory for many years, and long one of its most trusted employees, is the man accused. On suspicion he was arrested while on his way home from work. He had a dozen or more gold cases in his possession at the time of his arrest. For months past the company have been missing daily three or four cases, and the thefts will, it is said, aggregate about $1,000. A warrant has been issued for the arrest of a man in this city who, it is alleged, received and disposed of the stolen goods. Fisher and he divided the profits, it is believed. Fisher is now in the Mt. Holly jail awaiting trial. He is about thirty-eight years old, married and the father of two children. He has been in the employ of the Riverside company more than ten years.

THE TORONTO SILVER

ELECTRO SILVER PLATE.



No. 485.—FLUTED TEA SET.—Burnished.



No. 485.—FLUTED KETTLE SET.—Burnished.

PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

ELECTRO SILVER PLATE.



CHILDS' CUPS.

No. 377.
No. 381.
No. 383.

No. 378.
No. 364½.
No. 384.

No. 379.
No. 362.
No. 385.

No. 380.
No. 382½.
No. 386.



Factories and Salesrooms: TORONTO, CANADA.

E. G. GOODERHAM, Managing Director.

JEWELERS IN THE PARADE.—New York, Oct. 16, 1900.—The jewelers' trades division will have as its marshall, Col. John L. Shepherd, the president of the Sound Money League of the United States. Colonel Shepherd is organizing his division now, and he has found that practically every man engaged in the jewelry trade is a McKinley man. "I expect to lead between 5,000 and 6,000 jewelers up Broadway that day," said Colonel Shepherd, yesterday. "Why, there are not enough Bryan working men in the jewelry trades of New York to hold a meeting. We expect to make the biggest demonstration of jewelry trades workingmen ever seen in this country."

OWNERSHIP TO BE DECIDED.—Detroit, Mich., Oct. 12.—In the vaults of the Union Trust Co. has been reposing for several months a package containing $20,000 worth of diamonds. Within a few days they will be brought from the vaults and exposed to view in the United States Court, for Judge Swan will hand down his opinion as to whether the diamond firm of Van Antwerpen & Van Den Bosch of Belgium, have a valid claim to them. If he decides in the negative, Louis Busch, of New York, who was arrested in this city for smuggling the diamonds from Canada, will be placed on trial.

PHILADELPHIA, Pa., Oct. 16, 1900.—H. C. Hurlburt, a prominent jeweler of this city, was found dead sitting upright in his carriage while his horse was galloping at a breakneck speed along the river drive in Fairmount Park. It was not until a park guard had chased the horse and carriage that it was found Mr. Hurlburt was dead. He was sitting erect, his feet braced against the footboard, while the reins rested loosely in his hand. It is believed that the horse ran away, and that Mr. Hurlburt, through excitement, was attacked by heart disease. He was sixty-five years old and widely known in the jewelry business.

$400,000 WORTH OF DIAMONDS.—New York, October 5 — A certain young woman, said to belong in Chicago, is being searched for by two special officers of the United States Customs Service for having, it is stated, smuggled into this country over $400,000 worth of diamonds, according to customs officials. Last year at Omaha she became acquainted with a certain speculator of New York, who deals extensively in precious stones, and between spring of this year and August 1, the woman made five round trips from the United States to Liverpool, always returning to the States by the way of Canada. Some weeks ago information reached Washington that she was a highly skilled diamond smuggler, and that during the season she had brought into this country over $400,000 worth of dutiable gems without declaring them. On her last trip she was followed to Montreal, when she remained for three days at St. Lawrence Hall. She suddenly left there by the Canadian Pacific Railway for the West. At Sault Ste. Marie she bought a ticket to Milwaukee. A little Japanese poodle was her only companion. At the boundary line she was carefully and diligently searched. A female attendant was called and every article of apparel worn by her was minutely examined, but nothing dutiable was found. She stopped over at the Hotel Pfister in Milwaukee, and during the night her dog died. The officers say that the young woman starved her pet for hours in Montreal and then fed it pieces of fat, in each one of which was stowed a diamond. In Milwaukee the officers claim she poisoned the dog. In this rather unique way she managed to get the gems into the United States without detection.

...WHY DO...

S. O. BIGNEY & CO.'S CHAINS



LEAD IN THE MARKET TO-DAY?

Because the Quality and Finish are Exactly as Represented.

WHAT HAS MADE THEM SO POPULAR?

The Fact that They Warrant and Stand Back of Every Chain Made in Their Factory.

THEIR FACILITIES ARE UNEXCELLED BY ANY IN THE UNITED STATES.



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

Meerschaum writes: Please tell me in your enquiry column of next issue how to stick meerschaum together.

Dissolve caseine in water-glass, stir quickly finely powdered burned magnesia into the solution, and use at once, as the cement rapidly becomes hard.

Caseine is prepared in the following manner: Milk carefully skimmed so that not a trace of cream remains, is allowed to curdle by letting it stand in a warm place. The curdled milk is then poured through a paper filter, and the casine remaining upon the filter is washed with rain water until the latter shows no trace of free acid. To remove the last traces of fat the casine is tied in a cloth and boiled in water. It is then spread out upon blotting paper and allowed to dry in a moderately warm place, when it will shrivel up to a horn-like mass. This pure casine, when properly dried can be kept for a long time without injury.

A cement which is used for ivory and bone may sometimes be used for meerschaum. It is composed of white wax, rosin, and oil of turpentine melted together at a moderate heat so as to form a thick fluid mass.

Solder writes: Will you kindly give me a composition of soft solder, which will run at the lowest possible degree of heat and hold well?

A solder composed of two parts of tin to one part of bismuth will melt at 2.36° F.

B. A. writes: Will you please give me a receipe in your next issue for making dials luminous?

You cannot take an ordinary enamel dial and make it luminous. Luminous dials are usually composed of a paper dial, which is luminous, covered with a disc of glass to protect it. Luminous paper is made as follows: Take four parts of potassium bichromate, four of gelatine, and fifty of calcium sulphide. The constituents are thoroughly dried and mixed by grinding. One part of the resulting powder is stirred with two parts of boiling water to a thickly fluid paint, one or two coats of which are applied with a brush to the paper or pasteboard to be made luminous.

A.B.C. writes—Although perhaps out of the line of watch matters, I would like you to give me, if possible, a description of the preparation of bookbinders' lacquer. If you can supply the information I will feel greatly obliged.

The following receipe is well recommended by a practical man: Pulverize and dissolve three ounces of shellac, one and one-half ounces each of sandarac, mastic, and benzoin, in one and one-quarter pints of absolute alcohol, then one and one-half ounces of Venetian turpentine, and filter the solution.

Millimetre writes—Please tell me what part of an inch a millimetre corresponds to.

A millimetre equals the one-twenty-fifth part of an inch nearly, or 25.4 millimetres equal one inch.

Position Variation writes—I am bothered with a good, high grade American watch, which will vary when it is carried. As long as it is in the one position it goes well enough, but when the position is changed it will vary anywhere from half a minute to nearly two minutes a day. Will you please help me out with a little advice on the matter?

So many defects may cause variation in position that it is no easy task to say definitely what is wrong. We can not tell you definitely of course what the trouble is with the watch you refer to, but will give you a general outline of causes of variation in position. The balance may be out of poise, and had better be tested at first. Take the hairspring off, and try the balance with table roller on, on your poising tool. If you have no poising tool, get one, and in the meantime test the balance in the watch itself; there will be more rubbing surface in contact testing in the watch frame, still you can get an approximately close idea as to the condition of the poise in this manner. A bent balance pivot may be the cause, examine the pivots before poising. The pivots may be rough, or not round, the balance jewels may be rough or too large for the pivots which would be a sure cause for variation. The fork and roller action may be imperfect and cause a different extent of balance motion according to the particular position the movement happens to lie in. The hairspring may be cramped or out of true in the round, or there may be a want of isochronism in the hairspring. You are certain to have many watches which vary more or less as indicated in position, and while such errors cannot be entirely removed, they can be reduced very materially, but to be able to do such work successfully, you will have to understand adjusting in all its branches, and you can obtain such knowledge by the aid of such text books as "Excelsior's Adjusters' Manual" and your own perseverance.

Howard writes—Can you tell me whether the Howard Watch Co. is still in existence and making watches, and if not, what became of the factory? Also, how is it that Howard material is so much more expensive than other makers'?

Howard's watches are not now being manufactured. So far as we know the factory and plant is still in Boston, but not being used except for the manufacture of Howard clocks. The Howard Company were always exponents of high-grade goods; they never made any low priced movements, and always made expensive goods, running up to $100 or over, wholesale. They fixed the prices of their materials correspondingly, the most of it costing three or four times as much as materials for other watches cost.

ARRESTED IN OMAHA.—Omaha, Neb., Oct. 11.—Thomas Ford was arrested, and in his possession were found 33 rings, 30 of which were set with stones of moderate value, the total value being estimated at $150. The police believe he is one of the robbers who have been breaking into jewelry stores over the State recently. Ford was also recognized as the man who robbed A. Wolf, pawnbroker and jeweler, of a pair of diamond earrings, last March. The thief committed the robbery in a bold manner at 9 o'clock at night, when the streets were full of people.

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. I. CANTON, OHIO, NOVEMBER, 1900. No. 14.

ABOUT BRIDGES.

"Don't cross a bridge till you come to it."

After selling a watch whose merit is questionable, you don't sit down to worry whether the watch will keep time, do you?

You wait "till you get to the bridge." You wait till your customer returns to denounce you. That's the bridge; and then you cross it.

Well and good. But why cross bridges at all, if you have the chance of walking in a country where there are no bridges? Why sell watches that are likely to cause trouble with your customer when you can sell watches that you can "bank on" every time?

If you sell Dueber-Hampden watches you have no bridge to come to, and no bridges to cross. If you sell Dueber Hampden watches you are always walking on sure ground and walking in the right direction.

THE ISSUE.

No line of goods, carried by the jewelry store, affords a greater opportunity for the making or the unmaking of the Jeweler's reputation than does his line of watches.

The watch is the one staple of the jeweler's stock which is not a luxury, but an absolute necessity. It is the one article whose sale may result in either a permanent advertisement for the seller, or a means of inflicting permanent harm to the seller's reputation for business integrity. It is the one article regarding which the public have been so completely misinformed, that the most ridiculous assertions, theories and superstitions have come to be looked upon as truths.

The Watch-Market Situation, therefore, constitutes an issue awaiting the action of the progressive jeweler.

Our sincere and well-meant advice to every dealer in watches, is to study the "ins and outs" of the Watch-Market Situation with care, that he may be enabled to appreciate fully the difference between "watch-good" and "watch-evil." To accept the issue formed by the prevailing conditions in the watch-market and to do battle accordingly, is a sure way for the dealer to increase his sale of watches and to decrease the "sale" of himself and his customers. The dealers, no less than the public have already been "sold" too often.

ABOUT CATS.

We trust you never buy a cat in a bag.

We trust that, if you have occasion to buy a cat, you are careful to see that you get the sort of cat you ask for.

That's business.

We trust, further, that you never sell a cat in a bag; that if you have occasion to sell a cat, you are careful to see that your customer sees the cat he gets.

That's business.

Then why sell an unstamped watch-case? Why expect your customer to buy it?

Is it better to sell an unstamped watch-case than it is to sell a cat in a bag?

"Most Accurate Timekeeper."

Trinidad, Col.

I have been carrying a Dueber Hampden watch for several months, and find it to be the most accurate timekeeper I have ever carried.

D. M. LEWIS,
Engineer, N. P. R. R.

THE
Dueber=Hampden
New 12-size movements
are
Paragons of Watch-Perfection.
"THE BEST."

"Cannot Be Beaten."

Cumberland Valley R. R.

I am engine house foreman at White Hall Station. Have been carrying one of your Railway movements in one of your fine gold-filled cases. It has not been further than eight seconds away from the correct time and cannot be beaten by any watch made.

W. H. WISE.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent
Dueber-Hampden Watches.
393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MR. W. F. REAGH has opened up a new jewelry business at Berwick, Nova Scotia.

MR. W. BLAKE DOBSON, of Toronto, graduated from the Detroit Optical Institute recently.

MR. W. H. MALLET, jeweler of Brandon, Man., has disposed of his retail business in that town.

MR. A. L. MCNAVIN has removed his jewelry business from Kingston, N.B., to Springhill, N.S., where he is now settled down in his new premises.

THE stock of Mr. F. F. Webster, jeweler, of Truro, N.S., has it is said been seized by the sheriff under an execution, and the business will probably be wound up.

MR. WILLIAM GIBSON has sold out his jewelry business in Ingersoll to E. R. Hill & Son, and has now located in St. Thomas, Ont., where his friends will please address him.

MR. WILLIAM ALLEN YOUNG, accompanied by Mrs. Young, spent a couple of days in Toronto last month, the occasion being to attend the wedding of Miss Zimmerman of this city.

MR. H. A. STONE, who is well and favorable known to the jewelry trade of Toronto, has joined the forces of H. & A. Saunders, and is "doing" the town in their interests.

MR. E. J. MACINTYRE, of Chatham, was in town last week, and laid in a stock of jewelry and optical goods. Mr. MacIntyre's optical parlour is one of the best equipped in Canada.

MR. GEORGE LEES, JR., the well-known retail jeweler of Hamilton, was in the city last month on a "rush" expedition after new goods. He says trade is booming in the "ambitious city."

MR. HYMAN LAZARUS, of The Cohen Brothers, Limited, is doing Western Ontario on his maiden trip in this territory, and, as elsewhere, is maintaining his own reputation and that of his house.

MR. L. B. FORSYTH, traveller for the Montreal Optical Co., reports business in the West away ahead of expectations. Manitoba is alright. The crops are lighter, but prices higher, and Mr. Forsyth is a hustler.

UNCLE LEVETUS is again working Ontario. He reports this to be a great season for rimless and large-eyed spectaclewares, while the rapid increase in demand for the M.O.Co. 14k. filled is simply surprising.

MR. F. L. KAHM, of The Cohen Brothers, Limited, has just returned from a successful trip through the Maritime Provinces. He is telling thrilling stories of his experiences during the recent storms in the East.

STILL COMING.—Messrs. H. & A. Saunders report that the orders for the H. & A.S. chains are still coming in and the factory has been working every night for the past month and they are still far behind in their orders.

THE COHEN BROTHERS, LIMITED, report their output as just double what it was this time last year, and yet they are rushed with orders. This appears to be a great season for Canadian-made spectacle-ware.

THE Canadian Association of Opticians is a live fact. Do you belong? If not you ought to, and we would advise you to send your application to-day, with $1.00, to Ammon Davis, Secretary, 176 Queen Street East, Toronto

IN REPLY to the query of "Western Jeweler," it is currently reported around Toronto that there is to be a general election for the Dominion Parliament early in November. Perhaps our friend will hear something about it by the time this reaches him.

MR. P. W. ELLIS, of the P. W. Ellis & Co., was one of the gentlemen spoken of by the Conservatives to contest in Centre Toronto in the present elections in the interest of their party, but he declined to consider it on account of the claims of his business.

MR. WALTER J. BARR, manager of the Goldsmiths' Stock Company, made a flying visit to New York during the thanksgiving week on a sorting up expedition. He returned pretty well pleased with his trip and says he succeeded in getting what he went down for.

A MEETING of the Canadian Association of Opticians was held in St. George's Hall the evening before Thanksgiving. It was not well attended. We should think Thanksgiving evening would have been a better time as the business places of many of the opticians are open in the evening before a holiday.

MR. SYDNEY H. LEE, of the T. H. Lee & Son Co., Limited, Toronto, put in a week at Winnipeg during the latter part of October and from the large stack of orders he sent down to the house it seemed as though he had no particular cause to grumble at the business he had done in the "Prairie City."

R. NESBITT has been sentenced to two years in the Provincial penitentiary, for passing a forged cheque, having made a bold attempt to victimize two prominent Halifax jewelers out of valuable jewelry. They were too smart for him, however, and he had to seek other prey, in which attempt he was caught.

A NOVEL POINT.—A consignment of jewelry is being held at the Toronto Customs-house on the ground that the inscription it bears, "What we have we'll hold," is an infringement of the Copyright Act. The question has been referred to the authorities at Ottawa, who have written in reply asking for a full report on the matter before giving a decision.

THE PHOTO JEWELRY MFG. CO., of Toronto, have just issued a very neat little illustrated catalogue of the goods manufactured by them. These goods are having a great run in the United States, and the Canadian trade will find them an excellent addition to their line. Send to the company for this new illustrated catalogue and price list and it will post you regarding them.

MR. S. BREADNER, manufacturing jeweler, of Carlton Place, has removed his business to Ottawa, Ont., where, with greatly increased and improved facilities, he will carry it on in future. He has changed the style of his firm to The Breadner Manufacturing Co., by which name it will be known in future. The trade will please make a note of this change of address.

SAUNDERS & LORIE, manufacturing jewelers of this city, say that they have never been so busy at this season of the year before. The orders ahead and those constantly pouring in, tax their utmost capacity to keep pace with the demands of their customers. This they say they would be unable to do were it not for the extra facilities for manufacturing that is afforded them by their enlarged new premises and the up-to-date machinery that they have put in this year.

NOT "ROGERS" ONLY---BUT "1847 ROGERS BROS."

"1847" is the identifying mark of the genuine—remember "1847."



"Berkshire" Pattern.

Design Patented.

SPOONS, FORKS, KNIVES, ETC.

Stamped with the Prefix "1847," followed by "Rogers Bros." as a complete trade mark, are examples of what can be produced after half a century of experience in conceiving, designing and making, by a company with ample capital to produce wares under the most favorable conditions—facilities not possessed by any other concern or individual.

The name "Rogers" is not the only desirable feature, but is secondary to the general excellence of the ware itself, which will at once create a favorable impression. "1847" goods are better, more salable and bring higher prices than ordinary "Rogers" because they are worth more—cost us more to make—they are not cheap, but good, thoroughly good.

We help the dealer to sell "1847" goods. Send for Circular No. 1052, and our latest Pocket Catalogue No. 60.

MERIDEN BRITANNIA CO., MERIDEN, CONN.

New York City: 9-11-13 Maiden Lane, 1128-1130 Broadway, and 208 Fifth Ave. CHICAGO: 195 State St.
SAN FRANCISCO: 134 Sutter St. HAMILTON, ONT., CANADA. LONDON, ENGLAND.

TORONTO'S BELLS ARRIVE.—The three bells which were ordered by the corporation of the city of Toronto to commemorate the completion of the new City Hall in 1899, arrived in Montreal from England on the 23rd October, and were at once forwarded on to Toronto. The bells weigh respectively six tons, two tons and a ton and a half. They bear the names of the mayor and aldermen of Toronto in 1899.

MR. C. D. MAUGHAN, of the Goldsmiths' Stock Company, returned to Toronto last week after a very successful trip as far as the Pacific Coast. Mr. Maughan reports trade as much improved in British Columbia, and the jewelers all looking forward to a big holiday business. He also says that prospects in Manitoba are now more encouraging than the reports indicated some weeks ago. The merchants there are correspondingly pleased.

WAR ON TRADING STAMPS.—The members of the Toronto Retail Grocers' Association and the Toronto Retail Grocers' and Provision Dealers' Protective Ass'n held a conference in St. George's Hall last month and discussed the proposed abolition of the use of trading stamps, with the result that both bodies decided to fight against the stamps with renewed vigor. The feeling amongst thinking retailers against trading stamps is getting so pronounced that it is only a question of time when they will have to take their place amongst the "have beens" of the commercial world.

MR. VAN GILDER, of Amsterdam, diamond cutter, was in the city during the early part of October on one of his periodical business trips, during which time he was the guest of Messrs. P. W. Ellis & Co. with whom he has extensive business relations. He says that trade has been exceedingly good in his line during the past year, and although the war is over it will not affect the price of diamonds for a long time to come. They are in increased demand all over the civilized world and good stock everywhere.

HYMENIAL.—Mr. A. D. Morrison, jeweler, of Columbia, B. C., was married on the 3rd of last month to Miss Jennie McAlpin, of Toronto, Ont. The plucky young bride made the journey alone from the East to Nelson, B.C., where Mr. Morrison met her. The ceremony was performed by the Rev. W. A. Alexander, assisted by the Rev. John Munro, of Trail, B.C., in the St. Paul's Presbyterian Church, Nelson, before a large number of friends and well wishers of the happy couple. Mr. Morrison has won a great many friends in his new western home and we offer him our sincere congratulations and best wishes.

LOOK OUT FOR BURGLARS.—Burglars entered Lavine & Co.'s store in the town of Marmora, Ont., on the night of the 24th October and stole ten watches and some other jewelry, the latter of but little value. They also broke into Golding's hotel and stole one hundred and twenty-five dollars, took out the cash register near railroad and there broke it open and secured the money. They also broke into Hughe's hardware store and secured some files and such things, and fled. With the advent of cold weather these depredations are, as usual, becoming more common, and jewelers should see to it that their premises are secure.

HYMENIAL.—The residence of Mr. R. Harvey, manager of the Christie-Brown Company, at 27 Maynard avenue, South Parkdale, Toronto, was the scene of the marriage of Mr. Harvey's youngest daughter, Gertrude Mabel, and William N. West, of the J. & J. Taylor Safe Works, Toronto. The ceremony was performed at two o'clock by the Rev. Dr. Thomas. The bride was gowned and was attended by Miss Gertrude Oliver as bridesmaid, while the groom was supported by Mr. Herbert Elliott. Mr. and Mrs. West departed for a six weeks' sojourn in the Southern States. On their return they will occupy their new home on Wellesley street.

MRS. R. C. HOLCOMBE, of Welland, has recently taken a course of instruction under Dr. W. E. Hamill at The Canadian College of Optics and proved a brilliant student. The Doctor states that "after having taught about a dozen ladies, he has been struck with the ease with which they grasp the science of optics." It seems peculiarly adapted to their disposition and absorbs their interest from the start. We are afraid that jewelers' daughters and wives have not as yet grasped the opportunities afforded them by the optical business. Mrs. Holcombe will take charge of the optical part of her mother's jewelry business in Welland.

JEWELER MCMILLAN'S APPEAL.—The Divisional Court last month made an order calling upon the city of Ottawa to show cause why the conviction of Alex. McMillan, jeweler, by Police Magistrate Geo. O'Keefe, for violating the local early closing by-law, should not be quashed. As our readers will remember McMillan was sentenced to a fine of $1 and $1 costs, or in default of payment to three days' imprisonment with hard labor. The defence set up is that while McMillan's store was open after seven o'clock, the hour when the by-law comes into operation, yet the goods were being sold by public auction. He submits that if anyone should be prosecuted it is the auctioneer, who, as a matter of fact, belongs to a class which is not bound by the provisions of the by-law. Judgment was reserved.

MR. W. H. PATTERSON, of the firm of Smith & Patterson, Boston and Montreal, was in the latter city last month along with his corps, the Ancient and Honorable Artillery Company, of Boston, the oldest and most celebrated military organization in the United States. They captured Montreal without firing a shot and held it captive for three days, at the end of which time they evacuated the city and took the train home. The visit of this celebrated corps was a most enjoyable one from every standpoint. They not only took the city by storm but carried away a most favorable impression of the Canadian people and their generous hospitality. We trust that they may see their way clear to pay a similar visit to Toronto next year, and we can assure them of an enthusiastic welcome whenever they choose to come.

WANT POSTAL INSURANCE.—The Commercial Intelligence Committee of the Canadian Manufacturers' Association, at a meeting last month decided to advise the adoption of the English system of postal insurance, whereby mailed articles may be insured up to $160. As our readers will no doubt remember, this recommendation is in line with that advocated by this journal on more than one occasion. We see no good reason why our entire parcel post system should not be broadened and improved so as to afford better facilities to the public as well as entire security. We shall have something more to say about this matter in a later issue, but in the meantime we are glad to know from good authority that the Hon. Mr. Mulock, Postmaster General of Canada, is disposed to put these reforms into effect as soon as they can be decided on.

THE MARRIAGE of Miss Laura Adelaide Gledhill, sister of Mr. Robert Gledhill, jeweler, of Yonge Street Arcade, Toronto, to Mr. Walter Dingman, of Sault Ste. Marie, was solemnized at the residence of the bride's father, 215 Berkeley Street, Toronto, on the 29th September. The bride is a very popular and estimable young lady, and a host of friends gathered together to do honor to the occasion. The young couple were the recipients of a great many beautiful and valuable wedding gifts, principal among which were a sealskin sacque from the groom and a solid silver service from her brother. After the ceremony, which was solemnized by the Rev. Arthur Baldwin, those present sat down to a recherche dejeuner which was much enjoyed on account of the witty speeches which accompanied it. The happy couple left for a honeymoon tour to New York and the Eastern States.

AN ECHO of the warning that we gave our readers in our last issue regarding counterfeit bills may be found in the following despatch from Ottawa, dated October 12th, which says: "At the Police Court this morning Michael Lannon, porter of the Grand Union Hotel, and Louis Carriere were charged with passing counterfeit bills for $10, the same being imitations of Molson's Bank bills. On Saturday, Sept. 29th, a number of these bogus bills were passed in the city, and it is thought the men who manipulated them got out of town on the same day. Both Lannon and Carriere have good characters and it is thought may themselves prove to be victims." As these bills have been almost simultaneously passed at points so far apart as Ottawa and Toronto, it is evident that a successful effort is being made by an organized gang to put these bills into circulation. Our readers should look out for them.

LEVY BROS. CO.,

HAMILTON, Limited.

IMPORTERS AND
MANUFACTURERS OF

Quick Selling Novelties.

Diamond Merchants

Dealers in all kinds of Precious Stones.

FINE RINGS.

Diamond, Single, Twins, 3 and 5 stone ½ hoops.
Emerald and Diamond, Twins, 3 and 5 stone ½ hoops.
Ruby and Diamond, Twins, 3 and 5 stone ½ hoops.
Sapphire and Diamond, Twins, 3 and 5 stone ½ hoops.
Pearl and Diamond, Twins, 3 and 5 stone ½ hoops.
Emerald, Ruby, Sapphire, Pearl, Clusters,
and numerous designs, embracing combinations of all the Stones now in favor.

Watches from Switzerland.

American Movements.

American Watch Case Co.'s Celebrated Cases.

Wait for our Travellers.

Send your Orders for our Prompt Attention.

THIS UPSETS A PET FREE TRADE THEORY.—A despatch to *The Daily Mail*, London, England, on the 24th October, from Stockholm, Sweden, says: "The extraordinary scarcity of money, which has been growing more acute for a month, is so seriously affecting commercial circles as to threaten a crisis. *The balance of foreign trade continues against Sweden, and the repeated contraction of gold loans abroad fail to palliate the situation.* Industries are daily launched, but adequate capital is unavailable, and the newspapers are filled with appeals from manufacturers in desperate straits for money." We have always been led to believe by freetraders that it did not really make any difference to a country whether the balance of trade was against it or not, but here is an actual illustration that shows how far astray theorists often are. The logic of events is hard to argue against. It certainly upsets a pet theory in this case.

MR. J. T. MUTRIE, of Wolseley, Assa., N.W.T., one of the most progressive of our western jewelers, has just taken possession of a splendid new brick store especially erected for his growing business. The whole of the ground floor is used as a store, with a workroom at the back end. On either side of the store are handsome glass cases fixed to the walls, on one side 31x5 feet and on the other 34x5 feet, with shelves on which are displayed clocks, silverware and other goods, and on the back wall of the store is a large glass case containing musical instruments. Running the whole length of the store, in the centre, is a series of tables supporting glass cases, being 30 feet in length and 28 inches in width, in which are displayed watches, trinkets, optical goods, etc. Mr. Mutrie has one of the most complete stocks of jewelry that can be found in any town along the line, and certainly he has displayed it to the best advantage by the aid of his splendid range of show cases.

A MINT FOR CANADA.—In a recent speech the Hon. W. S. Fielding, Minister of Finance for the Dominion, made the announcement that the Canadian Government had obtained the consent of Her Majesty's Government to permit the establishment of a branch of the Royal mint in Canada, which would make not only Canadian gold coins, but would also make without limitation British sovereigns, which would be current the world over. At the next session of Parliament he hoped the matter would take practical shape, and the necessary legislation would be introduced. This is a step in the right direction and we heartily commend it. We trust, however, that the Government will not stop short at what is promised in the above announcement, but give us branch assay offices in the most important manufacturing centres, as set out in this journal some months ago. We shall have something more to say about this matter in a later issue.

IN THE CITY.—Mr. C. N. Davidson, of the firm of Davidson Bros., the well known jewelers of Vancouver, B.C., spent a few days in Toronto during the early part of October. While here he visited all the leading manufacturing and wholesale houses and secured a great many new and desirable lines of goods in watches, jewelry, diamonds and silverware. He says that business out on the Pacific coast is going to boom again this fall and his firm proposes to be ready for any emergency. Mr. Davidson has great faith not only in Vancouver but in British Columbia generally, and thinks that before another decade has passed by it will be the wealthiest province in the Dominion. He says that its vast mineral resources are only just beginning to be explored, and expects that within a few years its gold and silver output will be doubled and quadrupled. We quite agree with Mr. Davidson in regard to the great potentialities of British Columbia, and would be glad to see his prophecy come true.

Mr. T. H. LEE, of the T. H. Lee & Son Co., Toronto, had a letter from his son, Mr. Harry Lee, who has been serving for some months past in South Africa as a member of the "Strathcona Horse." Mr. Lee volunteered from the Canadian Mounted Police and took chances as a private in Strathcona's crack regiment, and our readers will be glad to learn that his energy and his pluck have brought him rapidly to the front and he has been promoted from time to time until he is now one of the sergeants of his troop. His regiment has seen a great deal of hard and dangerous service, scouting in advance of Gen. Buller's column, but they have been equal to every emergency and given the Boers a good many tastes of the metal they are made of. Mr. Lee has been in quite a number of engagements, but we are glad to say that he has come out of all of them so far unscathed, although he has had several very narrow escapes at different times. For his father's sake, if nothing else, our readers will be glad to hear of Mr. Lee's good fortune as well as his good health.

MR. P. W. ELLIS, of the firm of P. W. Ellis & Co., has now got fairly into the Presidential saddle of the Canadian Manufacturers' Association, and if present indications count for anything will make his term of office a record breaker in the way of adding to its membership. In company with Secretary Russell, Mr. Ellis visited Montreal last month and succeeded in effecting an amalgamation between the local Montreal Association and the General Association in Toronto, thus adding nearly one hundred members to its strength. During the past year the Canadian Manufacturers' Association has taken a new lease of life. It has quadrupled its membership, introduced new and up-to-date methods and is now a live institution that no Canadian manufacturer can afford to remain outside of. Entirely non-political in its aims and objects, it nevertheless deals with practical business matters in such a way as to make it a power in the land. Under Mr. Ellis' presidency it should still go forward and do even better work than ever.

THE HON. (?) WEBSTER DAVIS.—Douglas Story, the celebrated English newspaper correspondent, has recently published an article over his own signature, in which he asserts from information gathered by him personally while staying with the Boer leaders during the war, that the Hon. Webster Davis received the sum of $125,000 from Ex-President Kruger for his services in stumping the United States in the Boer interests. It appears that we were not astray in designating him a jawsmith whose mouth was entirely at the service of any party who could put up the money for his hire. No wonder he resigned his place in the employ of the United States Government, but those credulous people who thought that he had done so from his conviction of the justice of the Boer cause must now be wondering how they could have been so easily hoodwinked. The career of this mercenary jawsmith furnishes an example of how quickly a man's reputation will be degraded when he prostitutes his talents for hire to the highest bidder. Exit the Hon. (?) Webster Davis.

A FIGHTING JEWELER.—Major W. G. Hurdman, of Olmstead & Hurdman, jewelers, of Ottawa, now commanding "D" Battery of Canadian Artillery in South Africa, reports from Helvetia from August 20th to September 11th: "On August 20th the battery was at Wilge River, and on the 29th was at Belfast, participating in the last of the four days' action under Lord Roberts. The battery was inspected by Lord Roberts, who expressed himself very much pleased with the appearance of both men and horses. After the inspection was over he asked me to present my officers to him, and asked each one his length of service and the corps he belonged to in Canada. Among other questions, he asked if the men were satisfied, and I replied, 'Yes, with one exception.' He wanted to know what that was, and I said that they did not get enough fighting, upon which he promised me that we would get every chance from this out." This battery was in action at Rietfontein on September 6th and 7th, the men conducting themselves with great bravery. The trade will read the above with much satisfaction.

AN ECHO of the diamond smuggling case, reported in a former issue, comes from Lockport, N.Y., U.S.A., last month in connection with the postponment of the trial of the alleged smuggler, Max La Sar, as follows:—Before putting over the trial of the criminal action against Max La Sar, the alleged smuggler, the Government's attorneys received permission to take the evidence of Dr. Vandandaigne and Mr and Mrs. Victor Pilon, all of Montreal, by a commission. The court ordered that the evidence be taken before Commissioner Pound, of this city. The reason for this lay in the fact that Vandandaigne has been held in the Niagara county jail since early in the

WALTHAM WATCHES



ARE CARRIED ALL OVER THE WORLD.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

summer as a witness against La Sar. The Pilons are under bonds. The evidence of each of these witnesses was taken before Commissioner Pound. The story told by each of them was practically the same as the one told by them immediately after their arrrest at Niagara Falls. After such corrections and additions have been made to the written testimony as are thought necessary, application will be made to the court for the freedom of all the witnesses on their own recognizances to appear in Buffalo in November, at which time it is expected that the trial of La Sar will proceed.

THE FOLLOWING CLEVER PARODY on the "Chink, Chink, Chinaman" song, so popular about a year ago, is from the *Sydney* (Australia) *Bulletin*, and in the light of probable events is well worth reading and will afford amusement if not instruction.

Ching-chong Chineeman, bloomin' how-de-do,
Slaughter allee foleigner, missionalee too;
Mad go, sad go, Eulopeans cuss,
Ching-chong Chineeman, can't hurt us.

Ching-chong Chineeman, tellible assault,
Blamee Clistianitee, bible-pleacher's fault;
Lord's sake, sword's sake, workee Heaven's will,
Ching-chong Chineeman, kill, kill, kill.

Ching-chong Chineeman, Debbil likee fun,
Bound to lastee 'ong time, now it am begun;
John Bull, hands full, fill 'em rather more,
Ching-chong Chineeman, gore, gore, gore.

Ching-chong Chineeman, how will tlouble end,
Welly wealthy John Bull, lots of money lend;
Ships in, chips in, plofit by the smash,
Ching-chong Chineeman, cash, cash, cash.

ZIMMERMAN-MCLAREN.—One of the prettiest weddings of the year took place at Toronto on the 9th October in St. Peter's Church, when Miss Edith Zimmerman was joined in wedlock to Dr. Wallace McLaren, the Rev. Archdeacon Body, assisted by the Rev. Beverley Smith, tying the knot. The bride was attended by Miss Louie Fulton, Miss Flora Zimmerman and Miss Alice Hobson, and the groom by Mr. Worthington Jull. The bride wore a gown of white meteor silk and carried a beautiful shower boquet of white bridal roses and lillies of the valley. Both the church, and the house of Mrs. Marshall, 78 Gloucester street, were most artistically decorated for the occasion. In the church palms, dahlias and graceful festoons of smilax made a pretty scene, while for the reception at the house the bridal table was decked with delicate bride and bridesmaid s roses, lillies of the valley, smilax and maidenhair fern, and the scent of white and pink roses, American beauties and carnations filled the pretty drawing-room. The charming bride is the eldest daughter of the late Mr. John Zimmerman, of the firm of Zimmerman, McNaught & Lowe, wholesale jewelers, and well known to the jewelry trade some fifteen years ago when that firm was engaged in business. The wedding was attended by a number of our leading Canadian jewelers both in Toronto and from other parts of Canada.

THE SEIZURE of a large consignment of watches at Crystal Beach, that were being smuggled into Canada has created a considerable amount of talk amongst the watch importers of the country. The value of the goods seized by the customs authorities is said to have been about $2,000, and, of course, it goes without saying, that this attempt at smuggling was made by adventurers and not by any responsible importing house. Once again the old adage, "that the pitcher that goes often to the well is sure to get broken at last," has been verified, and these adventurers who have been pursuing their unlawful avocation for some time past have at last come to grief. The general verdict amongst the trade is "served them right," and lit or no sympathy whatever is expressed for their mishap. The customs authorities have lately intimated that they propose to inaugurate a strong effort to put a stop to this illegal practice which not only adversely affects the revenues of the country, but creates a very unfair competition against the honest importer who pays the duty levied by the Government. It is expected that in the near future private detectives will be investigating the importation of goods along the borders, more particularly in the Maritime Provinces and the southern borders of Ontario and Quebec. They are determined to stamp this abuse out if possible, and it is to be hoped that they will have the co-operation of every fair-minded jeweler.

MR. STOWE, the consul for the United States at Cape Town, Cape Colony, in a recent report to his government states that there will be a great revival of trade in South Africa as soon as the war is over. He thinks, however, "that the Dutch element will, for a time at least, endeavor to boycott British goods and that it will be a very favorable chance to introduce American goods on that account." If this opinion of Mr. Stowe's is well founded, there is an easy and effective way of preventing such a boycott that both the British Government and those of the other great colonies should try and put in operation as speedily as possible. That is to arrange a system of preferential trade between the South African colonies and the rest of the empire, by means of which British goods would enter that country at a lower rate of duty than from foreign countries such as France, Germany or the United States. In other words, try and effect a similar arrangement between the South African colonies and the rest of the British Empire as now prevails between Canada and the Mother Country, only that the preference should be reciprocal instead of one-sided. If the Mother Country objects to enter into such an arrangement there is no reason why Canada and Australia should not do so on their own accounts. By this means Canadian products which parallel United States goods in a great many lines would be substituted for them, and this country would be a great gainer thereby. The scheme is perfectly feasible and, as we pointed out some time ago, before this boycott was ever talked about, it would be sound statesmanship on the part of the Canadian Government to try and effect such a preferential arrangement as speedily as possible. Canada and South Africa are not commercial rivals—rather is one the compliment of the other.

BURGLARY IN A TORONTO JEWELRY STORE.—The jewelry store of Boyce & Co., at 164 Queen Street west, Toronto, was entered during the night of Wednesday, October 24th, and about seven dozen imitation diamond rings and a couple of valuable watches and some other articles were stolen. The thieves, before securing an entrance to the place, had to climb over a brick stable about thirty feet in height and then drop down into the yard. Finding that the windows leading to the store were out of their reach, they went to a shed in the rear of Hargreaves Bros.' drug store, a few doors away, and secured a ladder. Once inside, the thieves broke open the showcase and abstracted six dozen rings and two open-faced English verge watches, which were valued at a high price because they were made nearly 100 years ago. The thieves then secured a box of rings from the window and decamped. The robbery was discovered early next morning and immediately reported to the police. Detective Black, on making an examination of the premises, found a hat and five rings on the floor of the store and one dozen more rings and the ladder on the roof of the stable. The building was fitted throughout with a burglar alarm, but for some reason it failed to do its work. Late in the afternoon Constable Beatty, who is doing special bicycle duty, learned that two men were attempting to dispose of a number of rings in one of the city hotels. The policeman waited around a short time and William Todd, of 118 York Street, one of the men, came out. He was promptly taken into custody, and at the Court Street Station, where he was taken, five rings were found in his possession. In the meantime Constable Phillips had been placed on guard at the hotel, and when the second man, Charles Watson, better known as "Soxey" Watson, put in an appearance, he was placed under arrest. Watson was handed over to Detective Black, and locked up at the Agnes Street Station. When he was searched nineteen rings and one of the stolen watches were located in his pockets. Both men are charged with burglary, and have been in trouble before.

THE TRADER

OFTEN YOU ARE ASKED FOR SOMETHING IN STERLING SILVER WHICH YOU HAVE NOT GOT.

CUT THIS OUT AND STICK IT UP

FOR A QUICK HANDY REFERENCE AS TO WHERE YOU CAN PROCURE AN ARTICLE ON SHORT NOTICE.

WE CARRY BY FAR THE LARGEST STOCK IN CANADA, AND ARE CONSTANTLY ADDING TO IT AND WILL BE PLEASED TO HAVE YOU SELECT FROM IT.

Atomizers, cut glass, sterling mounts.
Brushes, combs, mirrors, etc.
Berry bowls (or salad bowls), cut glass, sterling mounts.
Bon bon dishes.
Bread trays.
Butter dishes.
Butter plates.
Blotters.
Biscuit jars, cut glass and sterling mounts.
Cigar jars, cut glass and sterling mounts.
Cigarette and marmalade jars.
Claret jugs.
Cups.
Candlesticks.
Crumb trays and scrapers.
Celery trays.
Cork screws.
Coffee sets.
Cologne bottles.
Flasks, silver or cut glass.
Funnels.
Gravy boats.
Ink stands.
Jewel stands.
Knife rests.
Letter or bill fyles.
Letter holders.
Lavender salts bottles.
Loving cups.
Match safes.
Mucilage pots.
Mustard pots.
Meat dishes.
Manicure goods.
Napkin rings.
Pen wipers.
Pen racks.
Pen trays.
Puff boxes.
Prize cups.
Perfume bottles.
Peppers and salts.
Pitchers.
Punch bowls.
Razor strops.
Salve boxes.
Soap boxes.
Soap dishes.
Shaving soap boxes.
Shaving brushes.
Shaving cups.
Sugar sifters.
Sugars and creams.
Salt sets and sellers.
Smokers' sets.
Smokers' lamps.
Shoe horns.
Soup tureens.
Syrup jugs.
Tea sets.
Tete-a-tete sets.
Tea bells.
Tea caddies.
Tea strainers.
Tea balls and holders.
Taper holders.
Trays.
Vegetable dishes.
Vases.
Waiters.
Water bottles. Etc., etc.

Also Seven Patterns in Flatware, from a Salt Spoon to a Soup Ladle, carried in stock.

WM ROGERS. 1847

TRADE MARK ON FLATWARE.

Simpson, Hall, Miller & Co.

A. J. WHIMBEY,
Manager.

50 Bay St., Toronto.

A Popular Young Toronto Jeweler Married.—St. Simon's Church, Howard street, Toronto, was filled with a very fashionable assembly on the afternoon of October 2nd to witness the marriage of Miss Florence Saunders, sister of Mrs. John F. Ross, and Mr. Herbert Kent, of the firm of B. Kent & Co., Toronto, which took place at 3 o'clock. Rev. Ernest Wood, assistant rector of St. Simons, performed the ceremony, and the bride was given away by her brother-in-law, Dr. John F. Ross. She wore a very elegant gown of white taffeta. Exquisite old pointe lace was inserted on the overskirt, and the transparent yoke was also of old pointe; the veil was caught in place by a "half moon" of diamonds, the gift of the groom, and the bridal boquet was of white roses and lillies of the valley. Miss Edith Kent, sister of the bridegroom, was the only attendant, and she wore a charming frock of pink mousseline de soie, touched with black velvet, and a picture hat of black velvet. Mr. Sydney Hesson assisted the groom, and the ushers were Messrs. William Ross, Alfred Morrison and James Watt. After the ceremony a reception was held at the residence of Dr. Ross, 43 Huntley street. The drawing rooms were handsomely decorated with palms and pink roses. The happy couple stood before an artistic bank of ferns and received the good wishes of their many friends, after which a dejeuner was served. Mr. and Mrs. Kent left on the evening train for New York, Philadelphia, Washington and Baltimore. On their return they will reside at 196 Avenue Road. Among the many handsome presents received was a china clock from the employees of the firm of B. & H. B. Kent. The guests included Dr. and Mrs. Bridgland, Bracebridge; Mr. and Mrs. Ambrose Kent, Mr. and Mrs. Aubrey White, Mr. and Mrs. F. W. Bailey, Mr. and Mrs. Benjamin Kent, Miss Lillian Kent, Miss Eva Kent, Mr. Sydney Kent, Miss Edith Stanway, Miss Fraser, Mr. and Mrs. Langmuir, Miss White; Mr. William Ross, Port Perry; Mr. Charles Ross; Mr. and Mrs. W. E. Phin, Brantford; Rev. D. C. Hassock and Mrs. Hassock, Mr. and Mrs. Bongard, Miss Gertrude Scarfe, Brantford.

A Pioneer Jeweler Gone.—In the death of Mr. Gilbert Fowler, of Winnipeg, Man., which took place on the 11th of October, that city loses one of its oldest and most respected merchants, and the Canadian North-West one of its pioneer and most enterprising jewelers. Mr. Fowler was well and favorably known to the wholesale trade of Canada and the United States, and had the reputation of being a man of much ability and keen judgment. His firm have been very successful in their business and have always enjoyed the confidence of the public. Mr. Fowler was a Canadian by birth, having first seen the light of day seventy years ago in Bridgetown, Annapolis County, Nova Scotia. His father was a shipbuilder there but had come from England. For a number of years Mr. Gilbert Fowler did a general mercantile business there; he was also for some years editor of a paper there and afterwards in Portland, Maine. He was also connected with military matters for some time and held the office of quartermaster. Subsequently, going to Buenos Ayres, South America, he spent some years on his uncle's plantation. He was largely interested in political affairs while in Nova Scotia, and afterwards in South America. Rev. Dr. Tupper, father of Sir Charles Tupper, was a frequent caller at his store in those days and the friendship begun in that way lasted between them until the day of his death. Mr. Fowler came to Manitoba some twenty years ago and established a large jewelry business, which was carried on under the firm name of Fowler & Pollock. In the earlier years of his life he took an active interest in politics. He was fond of hunting and was well known among the sportsmen of the city. His religious associations were with Holy Trinity church. He leaves a widow, one daughter, Mrs. Frank Osler, of Qu'Appelle, and one surviving brother, Mr. Wallace Fowler, who resides in Nova Scotia. The funeral was very largely attended. A large number of well-known Canadian jewelers attended as a last mark of respect to the deceased. Amongst them were the following: Mr. D. R. Dingwall, Winnipeg; Mr. George Andrew, Winnipeg; Mr. T. J. Porte, Winnipeg; Mr. A. M. McDougall, Winnipeg; Mr. C. H. A. Grant, Montreal; Mr. Sydney H. Lee, Toronto; Mr. C. D. Maughan, Toronto, and Mr. R. A. Wylie, of Hamilton.

LITERARY NOTICE.

November Ladies' Home Journal.—"The Loveliest Woman in All America," "The Future of the White House," "The Man Who Wrote Narcissus," "Waiting for the Mail"—a page drawing by A. B. Frost—and "How Aunt Sally Brought Down the House," a short story, are some of the excellent features of the November *Ladies' Home Journal*. In the same issue Clifford Howard continues "The Story of a Young Man," Charles Major his "Blue River Bear Stories," Elizabeth Stuart Phelps her serial, "The Successors of Mary the First," and "Josiah Allen's Wife" funnily narrates the incidents of her fourth visit. Edward Bok forcibly contends that the Americans show execrable taste in furnishing their houses, and "An American Mother" convicts the Americans of having bad manners. Plans are given for "A Quaint, Old-Fashioned House for $6600," and interior views of "The Most Artistic House in New York City" right worthily occupy two pages, as does "Through Picturesque America," which pictures the scenic beauties of California. There are numerous articles on the fashions, and woman's work. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.

"The Isle of Unrest," by H. Seaton Merriman, author of "The Sowers," "In Kedar's Tent," etc., is an illustrated story of that wonderful little island of Corsica, which has not only given the world the Great Napoleon but the "Vendetta" which has probably been the subject of more romances than any other thing we know of. In the "Isle of Unrest" Mr. Merriman has built his story upon the Vendetta between two well-known and influential families of Corsica, and has introduced into it a kind of Romeo and Juliet affair in which the daughter of one of the contending houses and the son of the other manage to fall in love with each other, and instead of the regulation murder episode the affair finally culminates in their marriage. It is a most interesting and readable book and we can commend it to our readers as a good means of wileing away an idle hour and obtaining information and pleasure at one and the same time. Published by William Briggs, Toronto. Price, cloth, $1.25; paper, 75c.

"Quisante," by Anthony Hope, author of the Prisoner of Zenda, etc., etc., is a new novel, which, contrary to usual custom, has been issued direct in this form instead of by serial publication. Like all of Anthony Hope's stories, this tale is true to the life and is told with a naturalness and exquisite attention to details which makes him one of the foremost authors of the present day. The principal characters in the story are Alexander Quisante and his lady love, May Gaston, both of whom move in the upper circles of English Society and thoroughly reflect the character and opinions of the present day. The interest in the story centres principally around the imperious alternative with which Quisante was confronted and how he met it. Taking it altogether we consider this one of the brightest and most entertaining stories that Anthony Hope has yet written, many of the dialogues being exceptionally brilliant. The book holds one interested from start to finish, and we can safely say that there is not a single dull page in it. Published by William Briggs, Toronto. Cloth, gilt top, $1.50; cloth, $1.25; paper, 75c.

Barrie's latest book is no mere novel. It is a great piece of character study. You hurry through the book once, for the story which fascinates you so. But on reflecting that a literary crime has thus been committed, you re-read carefully in order to grasp every fine point of this artistic production. The pictures remain with you. You open a Barrie gallery at once, and it is never to be closed. Dickens could not inspire you to more than this. In the crowded street you meet a young woman with haughty bearing, and think this is a bit like the Grizel of your gallery. But the crooked smile is not there, and so you are ever after searching faces for that. Boys on the street interest you more than they did. There may be a Tommy among them—"a lad of sixteen, mysteriously plain; hair light brown and waving defiance to the brush, nothing startling about him but

Jewelers' Security Alliance of Canada.

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GEO. PRINGLE, Guelph.

Vice-Presidents:
F. C. CLARINGBOWL, Hamilton. A. MOFFATT, Brantford.
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Treasurer:
BEN. CHAPMAN, Toronto.

1900 FEE FOR NEW MEMBERS $2.00.

SEND IN YOUR APPLICATION AT ONCE.

ED. BEETON, Secretary,

47 Adelaide Street East, TORONTO.

Silver Cream...

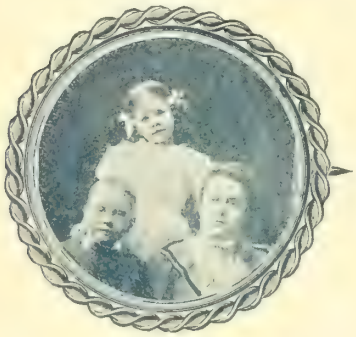
The favorite preparation for cleaning and polishing silver and gold plated ware, nickel and tin goods, metal or glassware. By use of Silver Cream the plating will last longer, and retain perfectly new appearance

THE SILVER CREAM COMPANY,
88 WELLINGTON ST. WEST, TORONTO.

NOTE.—To introduce SILVER CREAM we will send any quantity (from one dozen up) per Express (charges paid) on receipt of price, $1.50 per doz.

The proof that our **work is properly done** is in the fact that our customers **stay with us.** We were established in 1874, and some of our customers have dealt with us ever since. The trade can rely on getting **first-class** work done both in **Watch Repairing** and Jewelry Jobbing. **Also the best training shop for young watchmakers in every-day work.** Orders for Watch Material carefully filled

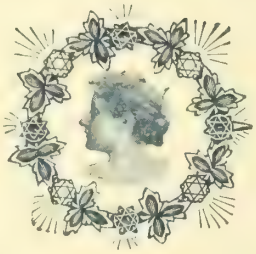
C. W. COLEMAN, 10 King St. West, TORONTO.
Estimates furnished for Tower Clocks.



No. 35.
R. P. Plate, each, $1.
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No. 227.
Electro-Gilt and Hand Painted Frame, $2.00 each.



No. 403.
Enamelled Leaves, 8 Stone, R. P. $2.50.



No. 73.
Roll Plate, each, $1.50



No. 262.
Roll Plate, $2.00, includes 2 pictures.

Above are a few of the sixty styles illustrated in our New Catalogue, sent free on application, or including sample of our enamel photo work for 10 cents. All prices include beautiful enamelled photograph copied from any picture sent us. Photo returned uninjured.

We sell frames without pictures suitable for hair, etc. Get a few samples and take orders for this newest kind of Novelty Jewelry for Xmas Trade.

Photo Jewelry Mfg. Co., 49 King St. West, Toronto.

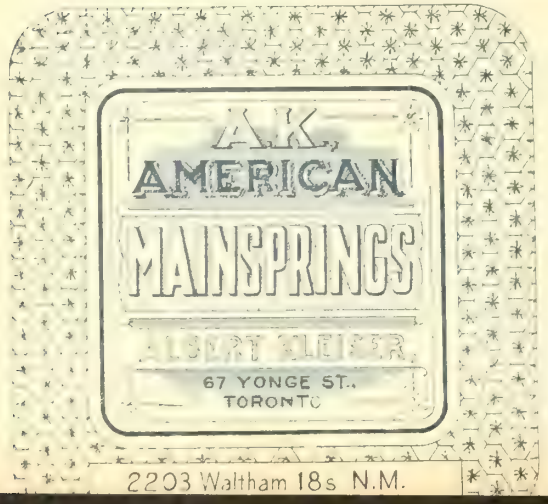
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Manager.

Received Special Bronze Medal at 1900 Toronto Exhibition for Novelty Enamelled Jewelry.

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IMPORTER OF

Watchmakers' and Jewelers' Tools and Materials and GENUINE AMERICAN Watch Material.



American made Balance Staffs for Elgin, all sizes.
" " " Waltham, all sizes.
" " " Hampden, "
" " " Illinois, "
" " " Columbus, "

Also for all other makes not mentioned above.

Gray finish, per doz., 75c. Polished, per doz., $1.00.

American Made Balance Jewels for all the above.

Garnet, per doz., 50c. Sapphire, per doz., 75c.

Guaranteed to be equal in fit and finish to anything on the market. Send trial order and if they are not as represented, return them to me.

Ruby Pins for all sizes Am. Watches, per doz., 15c.; per grs., $1.50.

Buy the Genuine Waltham Mainsprings, made and put up in Special boxes by the Waltham Watch Co. as per cut. Price 75c. per doz. for all kinds of American Watches.

I pay Postage on all small parcels, also Express on orders for Ontario amounting to five dollars or over, and on orders for the North-west and Lower Provinces amounting to ten dollars or over.

The above prices and quality of Staffs and Jewels are only to be had by sending [illegible] **67 Yonge St. TORONTO as I do not**

the expression of his face, which was almost fearsomely solemn and apparently unchangeable.

Barrie is a daring author. He has taken liberties with an old custom, the custom of exalting the hero throughout. Instead, therefore, of doing what we have been trained to expect, this author has made the character of a Tommy a very human one, with more failings indeed than one man can gracefully carry; and when we find ourselves liking him at all, it is (we explain apologetically) for the sake of dear Grizel, to whom he was all. The book is a charming one, interesting from the very first page.



PROTECTIVE PASTE FOR POLISHING.—Mix gum arabic 1 part, whiting 1 part and sugar 1 part with water into a paste.

NITRATE OF SILVER SPOTS.—To remove these spots from white marble, they have to be painted with *eau de javelle*, and after having been washed should be passed over a concentrated solution of thiosulphate of soda (hyposulphite).

TO CEMENT AMBER.—In 30 grammes of copal dissolve 30 grammes of alumina by means of a water bath. Bathe the surface to be cemented with this gelatinous liquid, but very slightly. Unite the fractures and press them together firmly until the mixture is dry.

CLEANING SILVER WARE.—It is well known that the cleaning of silver ware, by means of the various powders now used for this purpose, has its draw backs. It is recommended, for restorting silver articles to a new condition, to use a saturated solution of hyposulphite of soda, which gives the best results. It is sufficient to employ a brush or a rag and to wash afterwards in plenty of water.

SIMPLE PROCESS OF RESILVERING TABLE WARE.—Take 100 grammes of distilled water and divide it into two equal portions. In the one dissolve 10 grammes of silver nitrate and in the other 25 grammes of potassium cyanide. The two solutions are reunited in a single vessel as soon as completed. Next, prepare a mixture of 100 grammes of Spanish white, passed through a fine sieve, 10 grammes of cream of tartar, pulverized, and one gramme of mercury. This powder is stirred in a portion of the above liquid so as to form a rather thick paste. The composition is applied by means of the finger, covered with a rag, on the object to be silvered. The application must be as even as possible. Let the object dry and wash in pure water. The excess of powder is removed with a brush.

ALUMINUM AS A SUBSTITUTE OF SILVER PLATE.—An essential feature in the employment of aluminum for various industries is the power of that metal to resist the corrosive action of water. *Dinglers Polytechnisches Journal* recently chronicled experiments made on this subject at the Physical Institute of Berlin, which were attended with the following results: A tube of aluminum was taken, found on analysis to contain .58 per cent. of silicon and .32 per cent. of iron, without a trace of lead or copper; also an aluminum plate containing .72 per cent. of silicon, and .50 per cent. of iron, and .25 per cent. of copper. The experiments showed that aluminum, after immersion for 120 hours in water of varied composition, was corroded, this corrosion being strongest with hot water obtained from the town supply, and least with cold distilled water. The corrosion extended uniformly with the interior of the metal. Brass behaved much better. These trials show that the use of aluminum, from a chemical point of view, should only be resorted to under exceptional circumstances; and also that it cannot be used as a substitute for silver plate, an idea which is from time to time exploited.



As "The Trader" aims to be of practical assistance to the Retail Jewelers of Canada, it makes no charge for ordinary advertisements in this column. The subject matter of any advertisement must not exceed 50 words, and must reach us not later than the 20th of the month. In no case will answers to advertisements be permitted to be addressed to the care of this office. All advertisements intended for the Enquiry Column should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

A SOLID cherry watchmaker's bench, 12 drawers, write or call at at 43 Robert Street, Toronto.

FOR SALE – Counter show cases. E. F. Davis, Mitchell.

WANTED.—A pair of jeweler's rolls. Byers & Newton, Owen Sound.

WANTED.—A first-class watchmaker, one that can do engraving preferred Apply to A. McMillan, 82 Sparks Street, Ottawa.

WANTED.—A first-class jeweler, one that can do engraving preferred. Apply to A. McMillan, 82 Sparks Street, Ottawa.

WATCHMAKER wanted for the North-West. Must be first-class. Apply to The Levy Bros. Co., Ltd., Hamilton, Ont.

WANTED.—Good workman, young man, one who can engrave preferred. Write stating wages expected and references, to Wm. Coates & Son, Brockville, Ont.

WANTED.—A young man with a year or two experience, who wishes to improve himself. Write stating wages expected and reference, to Wm. Coates & Son, Brockville, Ont.

WANTED, as salesman, watchmaker and jeweler, young man of twenty to thirty years of age, two to five years' experience, single. Apply to D. D. Campbell, jeweler, Dutton, Ont.

WANTED.—A first-class working jeweller. One that can do general work preferred. Good wages, steady work. Address, The Breadner Manufacturing Co., cor. Bank and Ann Streets, Ottawa, Ont.

WANTED.—A thoroughly practical watchmaker, with good references. Middle aged man preferred. For Vancouver, B.C. Apply, by return mail, to I. Herman, 130 Cordova Street, Vancouver, B.C.

WANTED at once, a first-class watchmaker, must be an A 1 workman. Good salary and permanent position to right man. Must be able to furnish good references as to character and ability. Address, A L. McNavin, Springhill, Cumberland Co., N.S.

WANTED. A bright, honest and industrious young man, with some knowledge of the watch, clock and jewelry repairing. A good chance to gain experience and a knowledge of the optical business. Apply to "Watchmaker," c.o James Pitts, Temple Building, Montreal, Quebec.

YOUNG MAN desires position as watchmaker. Five years' experience. Address, C. D. Howe, 488 Elizabeth Street, London, Ont.

ENGRAVING ON STEEL.—Dissolve in 150 grammes of vinegar, sulphate of copper 30 grammes, alum eight grammes, kitchen salt 11 grammes. Now add 20 drops of nitric acid. According to whether this liquid is allowed to act a longer or shorter time, the steel may be engraved upon deeply or the surface may be given a very ornamental, frosted appearance.

THE M. S. BROWN CO., LIMITED,

STREET RAILWAY CHAMBERS, MONTREAL.

Guards, Lorgnettes, Bracelets.

YOUR FALL STOCK will not be complete unless you have an assortment of our gold, $\frac{1}{10}$ filled, and solid silver "Perfection" chain bracelets and our lorgnette chains—which are in the newest London styles. The bracelets are made both plain and set with selected stones, and will tempt any feminine eye.

Links.

Modesty is all very well in its way, but honesty compels us to state that we have failed to find any collection of dumb-bell links, dumb-bell chain and bar connection links which compare with ours. They offer opportunities to the wide awake jeweler.

Generals.

Patriotism is sweeping over Canada in a great tidal wave—Turn it into dollars by selling our "General" Charms. Every lady will want one. If you have not seen them write at once for a sample. Sent free.

Repairs and Plating.

We have added to our repair shop a gold and silver plating department, and as with our other repairs we guarantee not only the quality of our work in this line, but also its prompt execution.



The guarantee stamped in every Boss case is a contract with the buyer of the case in virtue of which the makers voluntarily bind themselves to give free of charge a new case of same grade in exchange for any James Boss case that fails to wear the full number of years specified in the guarantee.



Back of the above guarantee is THE KEYSTONE WATCH CASE CO., of Philadelphia, U.S.A., the largest and most reliable Watch Case manufactory in the world. We are sole agents in Canada for the BOSS filled and all other Cases made by this Company. THE NEW HOLIDAY STYLES ARE NOW READY FOR INSPECTION.

WE ARE NOW SHOWING THE LARGEST STOCKS IN CANADA OF

Elgin and Waltham Movements,

AND ALL THE LATEST IDEAS IN

SILVER AND GOLD JEWELRY.

NOVELTIES.	FINE LEATHER GOODS.
DIAMOND GOODS.	CANES.
DORFINGER'S CUT GLASS.	UMBRELLAS, ETC.

ALSO PHOTOGRAPHIC SUPPLIES.

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TEMPLE BUILDING, MONTREAL.

The GOLDSMITHS' STOCK CO. OF CANADA, Limited,

Wholesale Watch, Clock and Jewelry Merchants,

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Selling Agents for Ansonia Clock Company,
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American Waltham Watch Company,
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TORONTO.
Premier Rolled Plate Chains and Bracelets.

Corner of YONGE and WELLINGTON STREETS,

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For the Holiday Trade:

Elgin Watches,

GOLD AND FILLED CASES,

With DIAMOND and PEARL Settings.

DIAMOND and other GEM RINGS.

Sterling Silver Novelties,

GILT CLOCKS,

and an Exceptionally Fine Assortment of

LADIES' AND GENTS' UMBRELLAS.

THE T. H. LEE & SON CO., LIMITED,

TORONTO.

P. W. ELLIS & CO.,

31 WELLINGTON STREET EAST, TORONTO, CANADA.

SPECIAL AGENTS:

Omega Watches.
Waltham Watches.
Elgin Watches.
Ingersoll Watches.
Century Watches.
New England Watches.
Swiss Small Watches.
Trump Gents' Watches.
Trump Ladies' Watches.
Gun Metal Watch Cases.
Nickel Watch Cases.
Regal Sterling Silver Watch Cases.
American Gold Filled Watch Cases.
Canadian Gold Filled Watch Cases.
"Regal"
Solid 8-10k Gold Watch Cases.
" 10k " " "
" 14k " " "
" 18k " " "
Diamond and other Gem Set Solid Gold and Gold Filled Watch Cases.
Waterbury Clocks.
Mantel Clocks.
Box of 6 Eight-day Clocks for ... $22.80
Gem Nickel Alarm Clocks, each ... 1.60
And many other Clock Specialties.

20th Century Jewelers' Herald.

An Up-to-date Watch Price List. If you do not receive it regularly, write for it, as it is yours for the asking. Keep yourself posted by reading the Herald. Yours truly,

P. W. ELLIS & CO.,
Watch Department.

New England Watches.

New 14 Size Thin Model.

No. 14—Silver, E. T. Back $7.50 each
" 333—Nickel, Plain Back 3.80 each
" 343—Oxidized Steel. 5.00 each
" 33 —Nickel. Plain Back, Card Dial ... 4.50 each
" 343—Oxidized Steel. Card Dial 5.50 each

The Oxidized Steel has Gilt Bow and Crown.

No. 343 is the lowest priced American 14 Size Black Steel Watch on the market and only $5.00 each.

Gents' Trump Line.

No. 11—Nickel, Plain Back ... $3.50
" 19—Nickel, E. T. and Engraved Back 3.50
" 21—Nickel, Scroll Engraved Back 3.50
" 29—Nickel E.T. Engraved Back 3 50
" 41—Glass Front and Back 3.50
" 1785—Black Steel, Plain Back 4 00

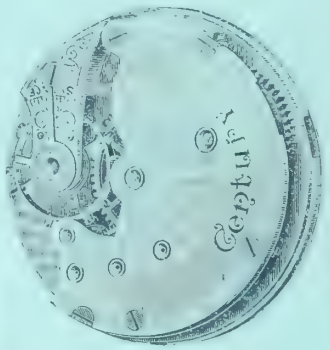
No. 1875 is black steel usually called gun metal. Lowest priced Black Steel American Watch on the market, and only $4 catalogue list.

Ladies' Trump Line.

No. 211 in Plain Nickel Case.. $4.40
" 213 in Fancy " " 4.40
" 223 in Engine Turned Case 4.40
" 301 in Plain or Engine Turned Gold Gilt Case. 5.00
" 313 in Fancy Engraved Gold Gilt Case 5.00
" 279 in Black Steel Plain Case 4.70
" 271 in Black Steel Plain Case 5.00

No. 271 has a seconds hand and is the best value in an American Ladies' Black Steel Watch, only $5.00 each.

SPECIAL. Send for Blue Book and Price List of New England Watch Co. Small Watch Specialties.



18 Size Open Face or Hunting. Lever Set.

CENTURY.
Price for Movement, $4.00.

Price Complete for Century with O. F. Cases.

Century and Special Nickel Case $ 5 30
" Regular " 5 50
" Premier Nickel Case 5 80
" 3 oz. Fahys Nickel Case 5 60
" 3 oz. " " Gold Inlaid Case 6 90
" 4 oz. Fahys Nickel Case 5 90
" Gun Metal, S. B. & B 6 00
" Waltham Style Nickel Case .. 6 00
" Special Silver Case 9 00
" 3 oz. Silver Case 11 60
" Waltham Style Silver Case ... 13 60
" 20 Year Filled 13 00
" 25 " " 17 00
" 30 " Waltham Style Filled 20 50

Ingersoll New Model Watches.

		Each.	Per doz.
YANKEE.	New Model, Nickel Finish	$2 00	$21 60
	" " Gun Metal Finish	2 30	25 20
DEFIANCE.	New Model, Nickel Finish, Stem Set and Stem Wind.	2 50	27 60
ECLIPSE.	New Model, Nickel Finish, Stem Set and Stem Wind 16 Size, Small and Thin	2 80	31 20



18 Size Hunting.
Engine Turned to Shield Case, same also made in Open Face.

Regal.

Plain Bassine Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting,	10 dwt.	$19.50
0	"	14k	"	13 "	28.30
0	"	18k	"	16 "	39.50
6	"	10k	"	16 "	26.70
6	"	14k	"	19 "	37.90
6	"	18k	"	22 "	51.50
12	"	14k	"	30 "	55.50
12	"	18k	"	35 "	77.50
12	"	14k	Open Face,	25 dwt.	55.00
12	"	18k	"	30 "	75.00
16	"	14k	"	33 "	67.80
16	"	18k	"	40 "	95.00
16	"	14k	Hunting,	42 dwt	74.70
16	"	18k	"	48 "	103.50
18	"	14k	"	45 "	79.50
18	"	18k	"	55 "	117.50
18	"	14k	Open Face,	40 dwt	79.00
18	"	18k	"	45 "	105.00

Subject to Herald Discounts.

See page 315H August, 1899, Herald for complete Gold Case Price List.

Regal.

Plain Engine Turned Solid Gold Cases.

PRICE LIST.

0	Size,	10k	Hunting,	10 dwt.	$19.50
0	"	14k	"	13 "	28.30
0	"	18k	"	16 "	39.50
6	"	10k	"	16 "	26.70
6	"	14k	"	19 "	37.90
6	"	18k	"	22 "	51.50
12	"	14k	"	30 "	55.50
12	"	18k	"	35 "	77.50
12	"	14k	Open Face,	25 dwt.	55.00
12	"	18k	"	30 "	75.00
16	"	14k	"	33 "	67.80
16	"	18k	"	40 "	95.00
16	"	14k	Hunting,	42 dwt	74.70
16	"	18k	"	48 "	103.50
18	"	14k	"	45 "	79.50
18	"	18k	"	55 "	117.50
18	"	14k	Open Face,	40 dwt.	79.00
18	"	18k	"	45 "	105.00

Subject to Herald Discounts.

See Page 315H August, 1899, Herald for complete Gold Case Price List.

REGAL Solid Gold Cases as priced above are standard weight cases which we usually carry in stock. Besides these we have a full line of **REGAL** Solid Gold Handsomely Engraved Cases, both in light and heavy weights. Selection parcels sent on approval for special sales. Special weight cases made to order. Favor us with your watch case business and we will guarantee you satisfaction.

P. W. ELLIS & CO.,

All Prices subject to "Trader" Discounts. **Watch Department.**

ESTABLISHED 1848.

VALUE FOR VALUE.

SOLE MAKERS OF

THE H. & A. S. CHAINS.

OUR record of over half a century of honesty and integrity has been appreciated by the trade, and has been sustained in the production of the now celebrated H. & A. S. Chains.

The approval of the trade from the Atlantic to the Pacific has been spontaneous and has been well merited, as the Chains are unsurpassed for quality, workmanship and finish.

Made in Canada by Canadian labor.

H. & A. SAUNDERS,

THE PIONEER JEWELERS OF CANADA.

REMEMBER THE ADDRESS,

20 and 22 Adelaide Street West,

TORONTO.

Saunders, Lorie & Co.,

...67 Adelaide Street West, TORONTO.

GOLD LINKS.

We are carrying this fall a very fine assortment of Gold Links set with Diamonds, Pearls and Opals, in three stone and S. S. stone styles. We feel sure our stock in this line will interest you especially at this time of the year.

PEARL STICK PINS.

An entirely new line of Pins, of patterns which sell themselves.

FINE PENDANTS.

We carry always on hand a good assortment of expensive Pendants. Should you have a prospective customer, we are willing to send some on approval to you.

The Trader & Canadian Jeweler

TORONTO, ONT., DECEMBER, 1900.

THE TRADER, the official organ of the Jewelry trade of Canada, is published on the 1st of every month at 34 Lombard Street, Toronto, Ont, and has a circulation embracing every solvent Jeweler in the Dominion. Price $1.00 per annum.

Correspondence is invited on topics of interest to the trade, but we do not hold ourselves in any way responsible for the statements or opinions of those using our columns.

Changes or new advertisements must reach us not later than the 20th of the month previous to date of issue in order to ensure insertion.

Our advertising rates are very low, and will be made known upon application.

All business and other correspondence should be addressed to

THE TRADER PUBLISHING CO.
OF TORONTO, LIMITED.

EDITORIAL

LAW REFORM.

ELSEWHERE in this issue we publish under the above caption an article from the pen of Lieut.-Col. Geo. T. Denison, Police Magistrate of Toronto, on the necessity of reformation in our present system of settling disputes by law.

It will not be news to the readers of THE TRADER that we thoroughly endorse nearly everything that Col. Denison claims, for we have on more than one occasion in these columns voiced similar opinions editorially. The gallant colonel's description of the quibbles, quirks and delays of the present legal mode of procedure is not only amusing, but it is true to the life; more the pity. Any person who has experienced it and afterwards had the pleasure of perusing his lawyer's bill of costs from five to twenty pages, will be forced to the conclusion that Lieut.-Col. Denison's charges are not overdrawn, and that this is a real abuse that should be ventilated, and if possible remedied.

The concluding paragraph of the colonel's letter contains a very pertinent, and, we think, practical suggestion regarding the matter which is well worth considering. He says: "I "think that the State should legislate so that the judges should "decide disputes quickly and simply without formalities, and "without regard to anything except the absolute justice in each "case; that there should be only one appeal, which should be "final; that musty precedents, perhaps the mistakes of men "gone by, should not be worshipped or followed to create "injustice.

"If the State did this, did away with all fees of every kind, "and hired the lawyers at fixed salaries to assist the judges in "bringing forward evidence, there is no occasion why disputes "could not be settled in one-tenth of the time and at one-"twentieth of the expense now incurred."

The real obstacle in our opinion that stands in the way of any measure of thorough law reform is the fact that a very large proportion of our legislators in both the Federal and Provincial Parliaments are lawyers, and it is to their personal interest to see that law is neither made too cheap or the procedure too simple. It is evident that if Lieut.-Col. Denison's ideas were carried out a very large reduction in law business would ensue, and their occupation would be seriously interfered with in many cases. Under these circumstances it is no wonder that the legal fraternity, as a rule, are averse to any changes which would either curtail the present procedure of law suits or cheapen the cost.

This matter will have to be dealt with sooner or later, but it will never be done thoroughly if left to the lawyers as has heretofore been the case. If it is to be done effectively merchants and manufacturers must take it up in earnest and force it through on up-to-date business lines, leaving to the lawyers only the work of putting their ideas into legal shape.

While lawyers are a necessity in every business community, their sphere should be confined as much as possible to preventing law suits instead of encouraging them, as is now unfortunately too often the case. This is now the guiding principle of many of the brightest and most successful lawyers in the Dominion, and were the practice made practically compulsory by the simplification of legal procedure as advocated by Lieut.-Col. Denison, the balance of the craft would have to adopt a similar course. That the result would make for the general good of the community goes without saying, and we trust therefore that the matter will not be allowed to rest here.

INSURANCE OF POSTAL PACKAGES.

WE are glad to note that amongst the other matters taken up by the Canadian Manufacturers' Association, is that of insurance by the Government of parcels sent by post.

As our readers know, although a person can register a package sent by Canadian parcel post, yet this registration carries with it no responsibility on the part of the Government to deliver the parcel other than that of common honesty, and the knowledge that failure to transmit safely, if common, would soon put an end to the system by destroying public confidence. All that the present registration system insures is that a careful record is bound to be kept and signatures given by every official through whose hands it passes, thus almost ensuring its speedy and careful delivery. If the parcel is lost, however, the

department assumes no responsibility whatever for the loss beyond their endeavor to trace it up and restore it if possible. If it cannot be recovered the whole of the loss falls on the owner. This the Manufacturers' Association very properly considers unfair, and a matter that should be remedied.

We have on more than one occasion expressed the view in these columns that at the present rate charged by the Government for registration, viz., five cents, they should absolutely insure the safe delivery of the parcel to the extent of say $25 without any extra charge. As a matter of fact the danger of loss to the Government from this insurance would be very small, if we are to judge the future from the past. Out of the 3,675,000 registered letters which were carried by the Canadian Post Office last year only 132 of them went astray, and out of this number 64 were ultimately recovered, thus leaving a net loss to the senders of 72 letters. As this is only one letter to every 51,000, it would seem as though the risk of insurance would not entail a very great deal of expense on the Government while it would vastly improve the service and make it more widespread and popular.

In Great Britain the ordinary charge for postal registration is two pence or four cents, and for this amount each registered package or letter is insured by the Government against loss for $25. There is also a sliding scale by which insurance can be effected upon parcels carried by post up to the value of $600, this being the maximum insurance, and effected at a charge of 36 cents.

Of course it is not to be expected that parcels can be carried by post in Canada as cheaply as in Great Britain because of our limited population and the vast distances over which our postal matter has to be conveyed. We think, however, that, as we stated before, it would pay our Government to carry letters or ordinary parcels at the present rate of five cents for registration which should also include an insurance for safe delivery to the extent of $25. They might also adopt a scale of charges for insurance running from this amount up to say $500 at prices considerably in excess of those charged by the British postal authorities, and still low enough to increase this business very largely by enabling them to take a considerable share of the business now done by the regular express companies. The records of the British post office in regard to the working of their parcel post system are very interesting and go to prove that the public prefer to send small packages by Government postal facilities rather than by private carriers. This department earns several millions of pounds sterling for the Government of clear profit, and has proved itself one of the most paying ventures it ever undertook. What the post-office has done in Great Britain it can do in Canada, and we are glad to know that our present Postmaster-General, the Hon. William Mulock, is alive to the matter and has promised to put it in practical shape in the near future. We understand that under his direction authority for the establishment of a postal insurance system, such as has been spoken of above, was obtained from Parliament in 1899, but through pressure of business and other causes has remained in abeyance until the present when the department is now preparing to move actively in the matter.

No branch of business will be more interested in this matter than the jewelry trade, for none use the postal facilities to a greater extent in proportion to their numbers. We are glad to know that the gentleman at the head of the Canadian Manufacturers' Association (Mr. P. W. Ellis) is thoroughly alive to the needs of the trade in this respect, being at the head of one of the largest wholesale jewelry firms in Canada, and one which has had a very large experience with the parcel post system of this country. This being the case it may be taken for granted that he will see that every practical suggestion that will advantage the craft will be placed before the Postmaster-General in time to receive attention.



While we are always glad to receive communications from all parts of Canada, we cannot hold ourselves in any way responsible for the opinions expressed by our correspondents. It is absolutely necessary that the name and address of the writer should accompany each communication, not necessarily for publication but as a guarantee of good faith.

A GREAT HELP.

Editor TRADER :

DEAR SIR,—Having purchased the jewelry business of Mrs. S. C. Roberts, I write these few lines to ask you to forward the TRADER to me. I find in it great help in many instances, and eagerly look forward to its coming each month.

Respectfully yours,

C. L. BROOKS.

NANAIMO, B.C., Nov. 8th, 1900.

A DIFFERENCE OF OPINION.

Editor TRADER :

DEAR SIR,—Your correspondent in the November number of your journal should master the rudiments of his profession before he answers letters of inquiry from correspondents. He must plainly see upon a little consideration that he is wrong in saying that a mainspring in an English watch should make three-quarters of a turn in the barrel more than the turns in the fusee.

The upper turns of the fusee are much smaller than the lower, and the lowest is the only one that is about the same diameter as the barrel, so that $4\frac{1}{2}$ turns is ample for a five-turn fusee and $3\frac{1}{2}$ turns in barrel for a four-turn fusee, or $3\frac{3}{4}$ at the outside, and in a new watch he will generally find it in about this condition.

Yours, etc.,

St. John. N.B. READER.

OUR MONTREAL LETTER.

From Our Special Correspondent.

The series of remarkable demonstrations which have followed Lord Strathcona's recent visit to Canada culminated at the Montreal Board of Trade on Friday, Nov. 16, when a body of his fellow countrymen, remarkable alike in number and quality, offered him the unique honor for a Canadian of erecting a statue to him in his lifetime. The offer was accepted by His Lordship, and another year will witness the erection of this reminder of our greatest citizen. The story of Lord Strathcona's life forms one of the most remarkable and instructive pages in the annals of contemporary history, as was well said at the Board of Trade by the Rev. Dr. Barclay. From his lonely post in the Labrador, he went forth to assume the highest position of commercial and political activity in the great North-West, and since then there has not been a province from the Atlantic to the Pacific that has not seen and felt the wholesomeness of his life and the generosity of his heart. Everybody joins in the accord of praise, and who could overesteem a man who erected and endowed a hospital, established schools and colleges, and at a moment's notice equipped and sent out an army, and all this without the slightest breath of ostentation. Nearly eighty years of age and full of well won honors, he stands to-day unique among men, as eager as ever for humble toil and heavenward duty with a heart ever kinder, with sympathies ever broadening, with a mind keyed to the highest pitch of statesmanship, and with all the gifts and character, indeed, which truly raise one man above another.

Our home-coming boys from South Africa have met with a great reception from Halifax to Vancouver, and Montrealers were not the least in the quality of their reception. Banners waved, drums beat and trumpets blew (Ta-ra-ra, Tan-ta-ra!) and every man Jack of us shouted ourselves hoarse in our efforts to show our brave lads how proud we are of them. They deserve all the honors that we can shower upon them, for nothing has enlarged the appreciation of Canada in the so much as their gallent conduct. Because of their brave deeds the name of Canada has been shouted far and wide.

The petition of Mr. Frederick J. Smith and Dame Emma Stewart, testamentary executors of the late Mrs. T. H. Harrison, asking that a liquidator be appointed to wind up the business carried on by the deceased lady and Messrs. F. G. Rowe and M. R. de Merle, under the firm name of Hearn & Harrison, opticians, the partnership being now dissolved, has been granted. Mr. John Hyde, who has been appointed liquidator, will carry on the business, which is one of the oldest of its kind in Canada.

Mr. and Mrs. Richard Hemsley have returned from their summer cottage at Pointe Claire to their home at 399 Clarke Avenue, Westmount. Mrs. Hemsley took a prominent part in the proceedings inaugurated by the ladies for the entertainment of the volunteers who returned from South Africa recently.

Messrs. A. T. Wiley & Co., art chinaware, etc., Montreal, have obtained a charter.

The lockets which were presented to the Ottawa and district volunteers who served in South Africa were very artistic. On the obverse side is the royal shield in raised colored enamel, with a circlet bearing the inscription "For duty to Queen and Empire;" this in turn partly encircled by raised gold maple leaves, and the whole surmounted by the figure of a beaver in gold On the reverse side, in raised gold, is the city's crest and motto "Advance," and beneath this are engraved the recipient's name and the date of presentation. The lockets, numbering 180 were made by Mr. A Rosenthal, and cost $8. each. The next of kin of those who fell on the battlefield will each receive a locket.

Mr. R. J. E. Scott, chief time superintendent of the C.P.R., accompanied by Mrs. Scott, was a recent guest at the Hotel Frontenac, Quebec.

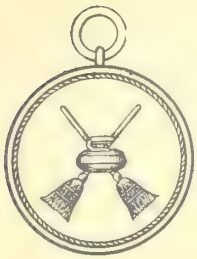
It is a circumstance worthy of noting that there were no jewelry failures in Canada in the month of October.

George Baillie, a journeyman watchmaker of Montreal, drank five ounces of methylated spirits one afternoon last month and came pretty near to shuffling off his mortal coil. George is 65 years of age and lived at 19 Sussex Avenue, but he wanted a booze even worse than many a younger man, and failing spirits of the usual flavor, wine or beer, he determined to heat his boiler with naphtha. He was taken to the General Hospital in an ambulance and pumped out and subsequently he was dosed with some anti-liquor specific. He thinks that he will be able to satisfy his cravings for mixed poisons with wet groceries in future.

Tne new clock now in full working order at St. George's Church, Montreal, was made by Messrs. Gillet & Johnston, Croydon, Eng, and the tubular chimes were supplied by Messrs. Harrington & Latham, Coventry, Eng. There are four musical cylinder, each embracing seven tunes, one for every day in the week. Among the selections are the following:—

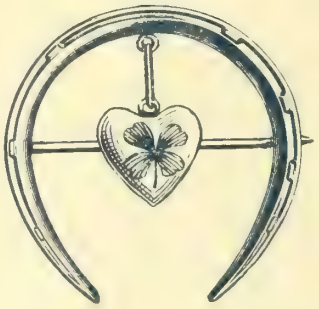
No. 1 cylinder—'Thou whose almighty word,' 'There is a blessed home,' 'The minstrel boy,' 'Jesus shall reign,' chimes in key of C; 'Above the clear blue sky,' 'Sun of my soul.' No. 2 cylinder—'Hark the sound of holy voices,' 'Kelvin grove,' 'Jesus, the very thought is sweet.' Set of changes on eight bells in key of D. 'Blue bells of Scotland,' 'As pants the hart,' 'Pleasant are thy courts above,' No. 3 cylinder—'Hark, hark my soul,' three changes on eight bells. Key of C; 'Christ is our corner-stone,' 'Yale of Avoca,' 'Morn of morns,' 'In token that thou shalt not fear,' 'Christ is gone up. No. 4 cylinder—'Jesus Christ is risen to-day,' 'God save the Queen,' 'The harp that once through Tara's halls,' 'See the conquering hero comes,' 'Canadian boat song,' 'O come all ye faithful,' 'Home, sweet home.' The clock and bells, the whole the gift of Mr. A. F. Gault, have been placed in position at a total cost of about eight thousand dollars. The mechanism is of the most perfect description and the hourly music of the bells gives great delight to all who hear it.

Mr. Chas. Lavellee, a working jeweler of Montreal, recently disappeared, much to the distress of his wife. He has not been fully employed this year and left for New York to work for a firm which had formerly employed him. Taking with him ten dollars only, he left for New York by the Delaware and Hudson train. His wife saw him depart and that is the

















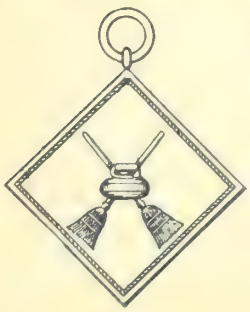




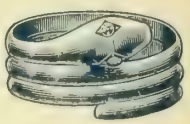
1799. PLAIN. 1798. EMBOSSED. 1792. ENAMELED GREEN. 1793. ENAMELED AUTUMN TINTS 1813. ENAMELED. 1812. ENAMELED. 1794. ENAMELED.









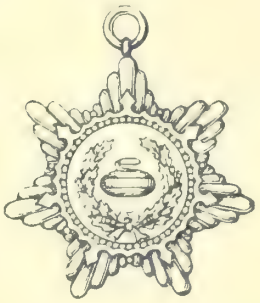
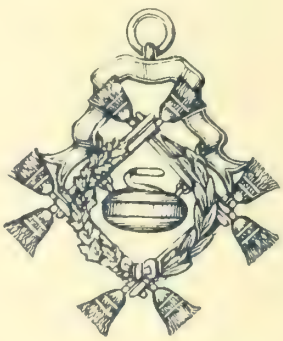
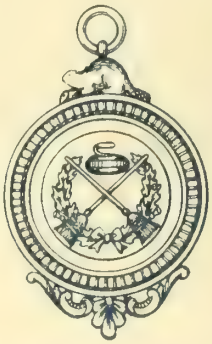



GEO. H. LEES & CO.,

JEWELRY MANUFACTURERS,

HAMILTON, ONTARIO.






While we make most anything in the Jewelry line to order, we call your attention here to a few specialties in which we excel.

Monogram and Initial Rings.
Masonic, Odd Fellow, Forester and other
Emblem Rings in various styles.
Presentation Lockets with Engraved,
Raised or Enamelled Monograms.
Masonic and other Presentation Jewels.
Diamond Mountings, Rings, Pins, Studs, etc.
Initial Letters and Monograms, etc., for Brushes.
Initial Plates for Brushes.
Heart Bangles and Bangle Bracelets.
Garnet Rings, Topaz Rings, Amethyst Rings.
Ladies' Ribbon Guards.
10k. and 14k. Cuff Links and Bar Buttons.
Horse Shoe Brooches, Silver and Gilt.
Bangle Pins, Bangle Rings.
Maple Leaf Pins and Brooches.
Flag Brooches and Pins.
Filled Keeper Rings.

GEO. H. LEES & CO.,

Hamilton, Ontario.

TRADE MARK REGISTERED.

A GREAT SUCCESS

Are the New Fall Styles.

Careful examination and comparison with other makes have resulted in a **Universal Trade Verdict** in favor of the beautiful new Fall styles of

Rings, Brooches, Pendants, Lockets, Scarf Pins.

These new styles represent Rings and Brooches in their highest and richest perfection, and their beauty is backed by an enequalled wear record and guarantee of unquestioned reliability. Don't select your Fall stock without a careful inspection of these goods.

Our Stock is Complete.

J. J. ZOCK & CO.

MANUFACTURERS OF

Finest Jewelry.

32 & 34
ADELAIDE ST. WEST,

TORONTO.

Repairs. Give us a trial with your repairs and you will be pleased with the result. Prompt and neat.

last that has been seen or heard of him. Mrs. Lavellee lives at 786a Sanguinet Street.

The Jaynes Electric Co., of Buffalo, sold and delivered to the Carsley Co., of Montreal, in the months of January and February, 1899, a dial clock, which was fixed by Messrs. Ness, Maclaren & Bate, of Montreal, the whole of the cost being $147. The clock was sold with the privilege of exchanging it for a key clock, such privilege to be exercised, it was alleged, before March 28, 1899. On June 19 of this year the Jaynes Co. brought an action against the Carsley Co., the clock having been taken out and the other not having been substituted in the given time, and Judge Doherty gave a verdict for the Jaynes Co. Against this judgment the Carsley Co. recently repealed in the Court of Review and the judgment was reversed. The plea upon which the Carsley Co. obtained a verdict was that the clock was not actually purchased but that on the Jaynes Co.'s solicitation the Carsley Co. allowed it to put the clock in its establishment on trial, with the privilege of exchanging it for a key clock within thirty days if so desired; that the clock was fixed by Messrs. Ness, Maclaren & Bate about the end of February, 1899, but was found unsatisfactory, and, after notification, the clock was taken down and removed from the premises; that the Jaynes Co. had not carried out its agreement to substitute a key clock, and that subsequently the order was cancelled. The judgment for the Carsley Co. on this appeal was unanimous.

There have been several cases of stealing jewelry from private residences of late, and one or two quite young boys have been sentenced for theft of this and other kinds. Among these was John Chipman McEwan, only fifteen years old, who was found guilty of stealing jewelry from 4111 St. Catherine Street. Several previous convictions against him were recorded, and he was given the salutory sentence of four years in the reformatory at Sherbrooke.

Mr. E. C. Fitch, of the American Waltham Watch Co., spent a few days in Montreal recently and made a one day's stay in Toronto. He afterwards left for Chicago by the International Limited, of the Grand Trunk Ry., of which service he speaks very highly. Mr. A. R. Harmon accompanied Mr. Fitch as far as Toronto.

Mr. C. H. A. Grant, manager of the Montreal Watch Case Co., has been travelling in Western Ontario.

Mr. R. J. E. Scott, chief time inspector of the C.P.R. service, has been on a visit to Toronto and district getting things keyed up to time.

Mr. Moses Michaelson, of the firm of I. L. Michaelson & Son, has been and gone and done it. That is to say, he has put off the old state of bachelorhood, as he threatened to do, and has put on the new state of benedict, without the hood. His honeymoon was spent in New York and Boston, and the happy married couple paid a visit to the Waltham Watch Company's works, which they found most interesting. Mr. Michaelson is now travelling in Quebec and neighborhood with his bride, and is doing well.

Mr. A. R. Harmon, manager of the American Waltham Watch Co., in Canada, has been to Winnipeg. It was his first visit to that progressive western city, and he was much impressed with all he saw.

Mr. W. E. Boyd, one of the Levy Bros. Co., Hamilton, paid a flying business visit to Montreal recently and hastened again westward.

Mr. F. A. Mansfield was in the city for a few days, having run up from the Lower Provinces on a sorting trip. Mr. T. A. Brady was also in town for a few days from the West.

Mr. E J. Thompson, of the Montreal Watch Case Co., has left for his usual trip to the North-West.

For the time being, the Mackenzie family has given out, after supplying four shippers to the American Waltham Watch Co., in Montreal, and the place thereof knows them no more. Mr. Eugene Peachey now takes the place vacated by "Tommy," and if he proves as sound fruit as his predecessor, Peachey will be a peach indeed. Tommy has been a good and faithful servant, and has gone up one. That is to say, he has been transplanted (to continue the horticultural simile) to the head office at Waltham.

The patter of Captain Walter Barr's tootsey-wootseys has been heard upon the glassy pavements quite frequently in Montreal of late, and we hope that he has pocketed his full share of the shekels with which jewelers are proverbially so well provided.

Mr. D. Beatty's assistant has been playing the game known as "street car against bicycle," and *vice versa*. The street car won, and the bicycle and rider have been in splints. Fortunately, the past tense can be used.

Since the elections high-priced watch movements have been more in demand than ever, and Mr. Harmon is being offered more business than he can possibly accept.

Mr. B. C. Silver, of the firm of Messrs. B. J. & B. C. Silver, formerly located in Montreal and now of New York, paid a flying visit to the city.

Mrs. N. T. Worthley, wife of Mr. N. T. Worthley, graduate optician of New York, has been spending a few days with Mr. and Mrs. Harmon in Montreal.

Mr. Goldenbloom, so well known to Montreal jobbers, is again in the market buying goods.

The display of the Toronto Silver Plate Co., Ltd., in the Windsor Hotel recently was the best yet, and was a sight well worth anybody's while to see. The goods were all high class, beautifully designed and beautifully finished and beautifully displayed. In fact, as one well-satisfied customer said to Mr. Walker, the able and courteous salesman, "You've only to show them, and they ought to sell themselves." Everybody knows, however, how much is due to the man behind the goods.

Mr. and Mrs. Pilon, of Montreal, are home again after, it is hoped, a final journey to Buffalo connected with the Lasar case. Lasar gets six months as the result of his smuggling, but it is safe to say that his unwilling dupes will anathematize his name long after he has served his much too short sentence.

The jewelry friends of the late Mr. O. W. Coleman, the representative of the Levy Bros. Co., who lost his life on the ill-fated *Monticello*, have been much affected by his tragic taking-off, and extend their deepest sympathy to his stricken family. Truly this is a most tragic instance of the uncertainty of life.

HOCHELAGA.

Every Jeweler

Should keep his valuables over night in one of our

CHROME STEEL LINED

Jewelers' Safes.

These are built especially for the purpose; and besides being excellently finished are fitted up inside to suit the requirements of the purchaser. TERMS OF PAYMENT REASONABLE.

J. & J. Taylor,

Toronto Safe Works,

Toronto.



Under this head we solicit questions of interest bearing on optics, particularly the eye, the defects of vision and their correction by glasses. All communications must be addressed to Dr. John S. Owen, 23 East Adams Avenue, Detroit, Mich., U.S., and must not be received later than the 15th of each month in order to insure publication in the following issue of "The Trader."

H. A., Ont.:—"I have a case of astigmatism in which some of the lines at 45 degrees, and also some at 135 degrees are more distinct than the remaining lines. This is something which I have never met before, and should be glad if you will inform me how I will proceed to correct it?"

This condition is not common, and yet it is not infrequently met with. In such cases may be found astigmatism of small amount. Supposing the hyperopia is corrected and that the patient when looking at the radiating lines sees the 45 degree lines distinctly, and when vision is directed to the opposite side of the card, the 135 degree lines appear to be the blackest, we would presume there was slight amount of hyperopic astigmatism present.

T. T. B., Ont.:—"This patient is a gentleman of 50. He has not been able to use his right eye since he was a young man. His sight was lost at that time through an injury to the eye. Several years ago he received another blow which has left a slight growth or scar, which almost covers the pupil. With the right eye he can see the largest type, but with the pin-hole disc he sees much better. He can read the finest type about three inches from the eyes. What would you advise me to do, to fit him with glasses?"

We would advise you to put on the glasses which gives him the best vision for any distance desired. No one can do any better than this. No matter what the acuteness of vision with the glasses may be, if they do not restore normal vision, the reason why is probably due to the scar, which as the result of the injury you stated he received several years ago.

If he were about 75 years of age, we would suspect from the description which you gave of his pupil, that there would be a cataract in his eye, but judging from his age he is too young for that.

D. T. O., Que.: "I have a patient whose vision with the slit in the horizontal meridian is 20/50 and when it is the vertical meridian 20/30. Is it necessary for plus lenses to improve vision when making this test, or is testing each meridian of the eye in this way similar to the common test with the trial lens?"

When using the slit it should be rotated to the meridian of best vision, which in this instance is the vertical. The meridian poorest vision would then be the horizontal. The vertical meridian should be corrected first by the necessary spherical lens in the same manner as though the slit were not before the eye. While correcting this meridian the patient should be looking at the letters on the distant test card, or the horizontal line on the astigmatic chart. The proper spherical having been determined it should be left before the eye, and the slit should be placed at 180 degrees. Whilst it is in this position the cylinder should be tried with axis at 90 degrees. The strongest convex cylinder which will not dim vision or the weakest concave cylinder which gave good vision would be the proper one. Whilst fitting the cylinder the patient may be looking at the distant test letters, or the 90 degree line on the astigmatic chart. When this correction does not restore normal vision there is probably some diseased condition present in the eye. The presence of this condition may be determined by means of the pin-hole disc.

R. F., Ont.:—"I have a patient who requires a plus one cylinder axis 180 degrees which correct this astigmatism. For reading he requires plus 3 spherical added to this. If I combine these two lenses for reading, would his astigmatism still be corrected?"

The cylinder which you fitted for distant vision renders all meridians of the eye normal, previous to this the meridian of the eye in which you placed the axis of the plus cylinder was normal, whilst the meridian at right angles to the axis was hyperopic, the cylinder having equalized or corrected the distant vision should remain the same for reading. If reading cannot be accomplished with this lens alone, the necessary spherical should be added to it, just as you have done for reading. The patient would then require two pair of glasses, namely the cylinder only for distant vision, and the cylinder and spherical combined for reading.

TESTING EYES BY THE PULSE.

Edward Claudel, of E. & L. Claudel, the well-known opticians, of New Orleans, related an amusing experience the other day. He said: "A while ago a gentleman came in and introduced himself as 'professor.' He said he was an oculist. 'Ah,' said I, 'professor, you are a grade higher than I. I merely carry out the diction of the oculist.' He seemed pleased at the compliment and talked for some time. While he was here an old customer of ours came in and I jestingly took his arm and felt his pulse. Without saying a word I handed him his glasses. 'How did you do that?' queried the 'professor,' in astonishment; 'what has his pulse to do with it?' 'Oh, everything,' I answered. 'I know that the pulse of a man of 40 and at 70 years old beats differently. By striking a medium according to age I have no trouble whatever in deciding what is needed.' The 'professor' was much impressed and went away believing that I had made a new discovery and that he had profited by it. He was one of those traveling fakirs, and doubtless he is going about testing eyes by the pulse now."

SMUGGLED DIAMONDS AT AUCTION.—Niagara Falls, N.Y., Nov. 12—On Thursday the diamonds innocently smuggled into this country from Canada at this port by Mrs. Victor Piton, of Montreal, when on her wedding trip, at the request of Max Lasar, of New York, were sold by auction at the Custom House. They were valued at $37,000 and were in fifteen packages. The first bid was $5,000, and the next $15,000. The bids continued to advance until Samuel Selvy bid for L. & M. Kahn & Co., of New York, $31,000, and Deputy United States Marshal Weaver handed the stones down to him. Other New York dealers were present. It was estimated that they had formed a syndicate for the purchase of the diamonds.

To the making of Perfect Spectacle Frames our success is due.

The keynote of our success as manufacturers of spectacleware is our scrupulous care in sending out perfect goods.

Our frames are durably constructed and faultlessly finished.

In gold we do not make light-weight, low-grade goods, because they will not give satisfaction. 10 carat is low enough. We recommend 14 carat, and always urge our customers to buy medium and heavy weights.

If an article gives satisfaction the price is soon forgotten. An unsatisfactory article is dear at any price.

The COHEN BROTHERS, Limited,

Makers of High-Grade Spectacleware,

TORONTO, CAN.



L. G. AMSDEN, PRINCIPAL.

OUR CORRESPONDENCE COURSE IN OPTICS.

For the benefit of those who are unable to leave their business for the time necessary for the regular Course, we have arranged a **Correspondence Course.**

We use the same lectures as are given in our regular Course, and the Correspondence is under the direction of the same instructor.

The Course will cover everything necessary to the correction of ordinary defects of sight.

The Diploma of the College will be awarded to competent students.

Tuition Fee: $15.00 for Correspondence Course only, or $25.00 with the privilege of attending any regular Course, **without extra charge.**

ADDRESS:

L. G. AMSDEN,

24 Adelaide Street West, Toronto.

Patent Safety Guards

FOR SCARF PINS, STUDS AND LACE PINS.
THE MOST PRACTICAL AND ADJUSTABLE ONE INVENTED.

Geo. H. Lees & Co.,

Hamilton, Ont.,

SOLE AGENTS FOR CANADA.



Price, Gold Plated, $3.50 doz., 40c. each, list prices.

Price, 10k., $22.00 doz., $2.00 each, list prices.

M. Crohn, maker and inventor, 48 and 50 Maiden Lane, New York.



DETROIT OPTICAL INSTITUTE.

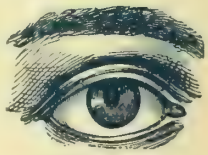
The best course of Personal or Correspondence Optical Instruction for beginners or advanced students. Established 14 years.

FOR PARTICULARS ADDRESS

JOHN S. OWEN, M.D., PRINCIPAL,

23 EAST ADAMS AVE., DETROIT, MICH.

The Canadian College of Optics.....



Has only one aim and object, viz.: To turn out good, practical opticians. Six years' teaching has brought about perfection in results. Hundreds of students will testify of our success.

We do not pretend to compete with cheap schools and diploma mills. The interests of our students are too sacred to us.

Two courses COLLEGE and CORRESPONDENCE.

NEXT COLLEGE COURSE JAN. 15, 1901.
CORRESPONDENCE COURSE ANY TIME.

For full particulars, address,

W. E. HAMILL, M.D., Oculist, 88 Yonge St., TORONTO.

J. H. JACKSON & CO.



Jewelry Engraving and Enameling in all branches

Special attention to Society Emblems, Jewels, Rings, Flag Pins, Charms, Etc.

Monograms, Inscriptions, Crests, Seals and Ornamental Work.

Dies Cut for Enamel Work.

MAIL ORDERS promptly attended to.



9½ Adelaide Street East, TORONTO.

LIQUID AMBER.



Liquid Amber is sold in Canada by the following list of well-known jobbers, alphabetically arranged:

P. W. Ellis & Co., Toronto and Montreal.
James Eastwood, New Glasgow, N.S.
E. & A. Gunther & Co., Toronto.
J. A. Knox & Co., Toronto.
Levy Bros. & Co., Limited, Hamilton.
H. R. Millard, Montreal.



ENQUIRY COLUMN

This column is opened for the purpose of giving short and concise answers to enquiries regarding watch repairs, or anything else connected with the Jewelry business. The craft are cordially invited to draw on the knowledge of our experts whenever they think that we can be of any assistance to them. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

Quarter Seconds writes: I have an old-fashioned quarter-seconds stop-watch in to repair, and the quarter-second hand has what I might call a double action, that is, instead of marking the quarter divisions on the dial only, it falls on the divisions and then follows on a little past the divisions, these really making eight moves for one revolution instead of four. I have not been able to discover what the matter is, but suppose the little four arm piece which acts in conjunction with the little gold wheel on its 'scape pinion is defective in some way, but I do not feel like attempting any alterattons until I know for sure what to alter, so thought you would be good enough to enlighten me.

Your decision not to experiment is admirable, and if there was less experimenting on watch movements by those who are inexperienced much botch work and mutilated movements would be less common. The old proverb "be sure you're right, then go ahead," is a good one to be hung up over the watch bench, and we might suggest another maxim, "what you don't know ask about," and Enquiry Column will answer the queries as well as it can.

The trouble with your watch is in the little gold wheel on the 'scape pinion you refer to. It presumably has become shifted slightly. It must be so placed that when the 'scape wheel tooth drops off the pallet jewel, the star wheel arm, or "four arm piece," as you call it, will also drop off the gold wheel on 'scape pinion; move the balance wheel around slowly until the 'scape tooth escapes, and note the position of the star wheel arm on the gold wheel, and then you will see the extent to which you will have to move the gold wheel around in order to have the arm escape from it at the same instant the 'scape tooth drop off the pallet jewel.

Solder writes: Can I solder steel together and afterwards temper it?

Yes, if you use 18 karat gold solder.

Winding Stem writes: How am I to get the winding stem out of a movement made by the United States Watch Company? There does not seem to be any way of removing it as far as I can see by the ordinary methods. I noticed a screw fitted in the upper plate something similar to that on some Waltham movements, but when I screwed it in the stem does not release, nor when I screw it up either; it appears to have some connection with the winding as there is apparently no other use for it. Will you kindly explain the action to me?

The screw referred to is there for the purpose of removing the stem, but the arrangement is different than in other movements. If you turn this screw in you will bind it against a side of the winding square and thus prevent it from turning, then if you turn the crown to the left you will unscrew the crown stem from the winding square in the movement. The winding square has its outer end threaded and the crown stem is tapped to fit it, and when the winding stem is prevented from turning, the crown stem can, of course, be unscrewed from it.

Jewel Opener writes: Are the holes in watch jewels enlarged in the watch factories to fit the pivots of the different pinions or do the jewels come from Switzerland with the holes all the one size to suit the various pivots? If they are enlarged at the factories how is it done?

Jewels can be procured having holes of a predetermined size. We think that to-day they are so ordered as a rule, but some enlarging is still done as follows: Diamond broaches made from fine brass and copper wire filed tapering, and diamond dust of different grades is embedded in the broaches, those filled with rather coarse diamond dust are first used to enlarge the hole, other finer ones to do the polishing. The jewels are set up in the lathe and revolved at a very high rate of speed. After the fine polishing broaches are used the edges of the holes are finished with an ivory stump, cone shaped at the end, a little very fine diamond dust is placed on end of stump, which is held against the jewel hole.

Brooch writes: How can I get soft solder off a gold brooch? It has been mended with a plate soft soldered to the back and the solder has spread so that it is unsightly.

Scrape off all the superfluous solder you can and then lay the brooch in muriatic acid. The remaining solder will gradually be removed by the action of the acid.

Ruby Pin writes: Should or should not the ruby pin or the fork notch be oiled? I have been told that it should by one watchmaker I worked with, and another says no oil is required. I have also seen in print the question decided both ways, so there seems to be a difference of opinion. What do you say about it?

As a rule no oil in the fork is necessary or should be used. We never found it to be required in American watches having a jewel roller pin, but in some cheap low grade movements which have a steel or brass pin instead of a jewel it is neces sary to *very slightly* oil the notch. Occasionally you will find in some Swiss watches that friction rust powder has been generated by the action of the roller jewel in the fork, and when you find that to be the case you had better use a smear of oil there also, but ordinarily do not use oil in the fork; make no mistake, however, about the pallet jewels and 'scape teeth as oil is absolutely necessary there as the conditions are entirely different, but care must be used in applying it. If carelessly done or an excess supplied the oil will extend to the pallets and fork and thus be drawn away from the jewels where it is required. Put a *very small* drop on each of three or four of the 'scape teeth at intervals, and this will be quite sufficient and better than a greater amount.

Silverware writes; Will you please give me a receipt for polishing silverware so that it will not scratch? I find that the ordinary chalk solution leaves the surface rather scratchy.

Try the following: Dissolve 3 or 4 drachms of cyanide of potassium and 8 to 10 grains of nitrate of silver in 4 ounces of water. Apply with a soft tooth brush, wash the article thoroughly in water, dry with clean soft cloth and polish with chamois skin.

MISSIONARIES OF OPTICAL PROGRESS.

Our travellers are, and have been, Canada's missionaries of optical progress.

They were the first in Canada to preach the advantage of interchangeable frames and lenses.

They were the first in Canada to urge the opticians to take up the scientific study of optics.

They were the first to teach the advantages of pushing high-grade spectacleware, and most particularly of the artistic and financial advantages of rimless ware, and now they are urging the opticians of Canada to consider facial appropriateness, because it is only by so doing that all the prejudice against spectacle wearing can be removed.

The one eye size is not all-sufficient.

Hundreds of people who have been fitted with the one eye size will purchase O or OO eye.

Fashions change.

Large eyes are now fashionable.

A proper proportion must exist.

We have a large stock.

We supply all sizes of eyes in all sizes of frames.

THE MONTREAL OPTICAL COMPANY,

MONTREAL.

A Few Lines of Our Stock of Optical Sundries which form Desirable Xmas Presents.

Opera Glasses.

Our collection is varied and complete.

Field Glasses.

In these days of travelling, a Field Glass is always a welcome gift.

Thermometers.

Some of our Thermometers, gotten up in fancy designs, form desirable presents, to be sold at reasonable prices.

Clinical Thermometers.

We have Clinical Thermometers in handsome cases, especially desirable for presents. The Clinical Thermometer is a hygienic necessity in every household.

The Montreal Optical Co.,

Montreal.

JAMES EASTWOOD,

WHOLESALE JEWELER AND MANUFACTURER OF

14 KARAT ROLLED PLATE CHAINS,

NEW GLASGOW, NOVA SCOTIA.

To obtain the best wearing qualities in a chain

it is not always necessary to buy the highest priced. There is a vast amount of humbug in the world of trade concerning the relations between value and price. The trimming on a lady's dress is the expensive extra which brings up the cost, but does not add to her protection from the cold. The Company which produces the best values without these trimmings in manufacturing process employs only skilled labor, economizes at every stage and produces the largest amount of goods at the lowest possible cost per cent., is bound to lead. The J. E. 14k. Rolled Plate goods are made in this way. Large productions at the lowest possible expense, all extra frills and trimmings lopped off. They have been too long before you to doubt their quality. We stop nothing short of **the best in the world for the money.**

GENTS' CHAINS. STUDS. LADIES' CHAINS.

BROOCHES. BRACELETS.

PINS. LINKS. BUTTONS. ETC.

DON'T FORGET THIS NAME

"The Celebrated Mayflower Main Springs."

BUY NO IMITATIONS.



EDITED BY M. M. COHEN, TORONTO.

All communications intended for this department must be addressed to the Advertising Department of The Trader Publishing Co., Toronto, Ont.

(*Continued.*)

Some months ago I published, through the *Canadian Optician*, a small booklet, entitled "Your Eyes and Our Optical Department."

One hundred and fifty thousand were sold in Canada alone. This booklet was designed principally to advertise opticians in the small places, to whom, considering the small numbers required and the large first cost, the printing of such a booklet would be out of the question. I was much surprised to find that most of the orders were from dealers in the cities and large towns, and who were already enjoying large and remunerative practices, while the orders which did come from the smaller places were invariably from successful opticians. The same might be said of the advertising plates which I placed on the market some months ago. My inference is, that by constantly embracing judicious advertising schemes, backed, no doubt, by a thorough knowledge of refraction, these successful men have built up their large practices. A business which does not obtain new trade is bound to go backward. Certain of your old customers will desert you "just for a change," others will be attracted by more enterprising competitors, some will become dissatisfied in spite of every effort to please, and those loyal customers, whose trade no inducements can detract—and their names are not legion—will die. They all must be replaced with new customers, or your business will gradually fall to pieces.

Another reason why business expansion is imperative to-day: Every year the public demand greater stocks to select from, and in order to make larger stocks pay, a larger patronage is essential.

I have arranged to issue another edition of "Your Eyes and Our Optical Department" early next year, as I am positive that booklets of this nature will prove to be paying advertisements to dealers in small places. I mean to use my leisure in working up booklets on the lines suggested in my previous article, satisfied that if followed out properly they will be of great service to the retailers. The subject matter, with illustrations, I hope to set forth in future numbers of this series.

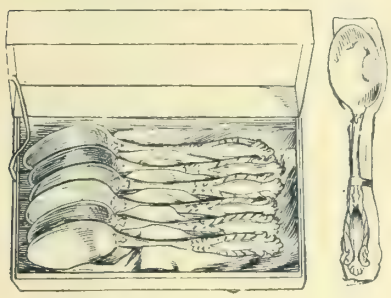
The most important feature in booklet writing is to tell the public what is to its interest. For instance, in an optical booklet a scientific text-book is not necessarily a "spectacle seller."

Technical diagrams look learned, yet are mystifying. Simplicity is wanted.

"A relative elongation of the antero-posterior diameter of the eyeball" is the definition of myopia, or nearsightedness, in an advertising booklet which had a large sale in the United States.

How, by the aid of this definition, can the casual reader of an advertisement know if he is nearsighted? Are not the chances against his being able to understand the meaning of the words used, or are we to expect that the recipient of these advertising booklets will become fascinated by their mystical language, and not rest till he has mastered each

Silver Plated Table Ware



Our Purchasing Motto is
"Not how cheap, but how good."

As no Expert, except by actual assay, can judge of the thickness of the plate on which the durability depends,
We confine our purchases to the houses whose reputation has been established, and whose guarantee is unquestionable.
The Boxing of our Silverware adds to its Attractiveness as presents.

JAMES SMITH,
Scientific Optician,
MOONSTOWN.
No. 64.

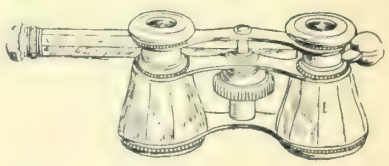
What is Murine?



We Sell MURINE at
50c. per bottle.

RICHARD ROE,
Ophthalmic Optician,
JONESTOWN.
No. 65.

Opera Glasses



form a particularly appreciable present at this season.
In them the Useful is united with the Ornamental
Our collection is rich and varied.

Our assortment of the renowned "Lemaire" being particularly complete.

JOHN DOE & CO.,
Jewelers and Opticians,
SMITHVILLE.
No. 66.

"Silverware that Sells."



Each succeeding year demonstrates, if possible, more fully than the preceding one the truth of our claim that we make "Silverware that sells."

Every month of our business shows a very decided increase over the corresponding month of previous years.

We are pleased with such a showing, it demonstrates to us that our customers like our goods, and that they approve of our principle of making fair-priced goods, the quality of which is guaranteed and the finish satisfactory. "Junk" is cheap and it may sell---once, but it won't make for you a satisfied customer, and we think that that is what you want in the long run. Don't you?

Buy Our Goods and be Happy.

Standard Silver Company, *Limited,*

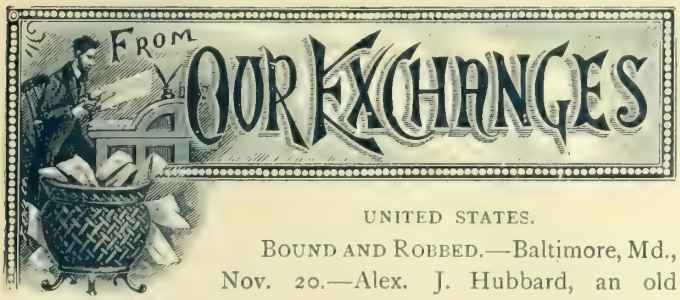
31-43 Hayter St., TORONTO, CANADA.

word? And assuming that he has mastered the meaning, how is he going to know that there is a "relative elongation" of the antero-posterior diameter?

It is not reasonable to expect that he will remove one eye, and with the aid of the other and the "relative elongated" diagrams shown in the booklet, determine if he wants his "eyes examined free of charge."

To the ordinary reader, all that is necessary for him to know, particularly with the view to interesting him in spectacles, is, that if he can at a certain near point with either eye see clearly while his distant vision is poor, he is myopic, or nearsighted. He should be impressed, however, with the fact that "the great danger of nearsightedness is that, if neglected, it grows worse, and that the progress of nearsightedness is the forerunner of blindness"; and, most important of all, that the advertiser can perfect his sight and prevent further progress of the defect.

(To be continued)



UNITED STATES.

BOUND AND ROBBED.—Baltimore, Md., Nov. 20.—Alex. J. Hubbard, an old diamond setter, of 216 N. Charles Street, was sandbagged, bound, gagged and robbed of a large quantity of goods at midday by two men. Everything of value in the place was taken. No arrests have been made.

BALTIMORE POLICE ASLEEP.—Baltimore, Md., Nov. 20.—Three men entered the jewelry store of John J. Hubbard, this city, this morning, assaulted the proprietor, left him for dead, and literally gutted the place of its contents. The assault occurred within a block of Police Headquarters, in one of the most frequented parts of the city, and within a stone's throw of the City Hall, shortly after ten o'clock in the morning. Mr. Hubbard says the man came in and asked to be shown some diamonds. As he turned to get them he received a blow on the head and fell senseless. He will probably die.

SERIOUS ACCIDENT.—Newark, N.J., Nov. 19.—A tank containing 10,000 gallons of water near the roof of the jewelry factory of Ungar Bros., 412 Halsey Street, burst with the weight of the water, Saturday morning, causing a great commotion. Over 400 persons, most of them girls, are employed in the factory, and the plant was in full operation getting out Christmas goods. A few minutes before 9 o'clock a sound as of an explosion was heard, and then the water poured in a flood down a shaft beneath to the top floor, where about eighty persons were at work in the cut glass department. The floor was flooded, and as the operatives hurried down the stairs the water pursued them, and poured into the floors below, causing a panic among the girls. All, however, got out in safety.

SALE OF BOCK'S PEARLS.—Some time ago, the Custom officials in New York arrested one, Francois Bock, on the charge of smuggling dutiable goods in the form of artificial pearls. Bock was engaged in business on Burnett Street, and was supposedly manufacturing these goods by some new and cheap process. His reduced prices aroused suspicion that he was actually importing goods from Europe, and the New York officials were consequently warned to be on the lookout for him, as he was expected to return from Paris. Upon his arrival in New York, a large quantity of the goods were found in his possession and he was placed under arrest. He secured bail, but the goods were seized and held subject to further investigation. Bock has since then escaped his bail and is reported now to be in Paris. On Wednesday of this week, these goods, which consisted of 275,500 half pearls, which had been held for more than a year without a claimant, were sold at public auction at the Custom House building on South Main Street. The government value of these goods, including duties and other charges, would be about $580. Leeder & Bernkopf, of this city, were the purchasers, at $120.

GREAT BRITAIN.

THE GEM MARKETS.—London, October 29.—The month has been fairly favorable. On looking all the way round one is tempted to believe that the next few months will prove fairly remunerative to our dealers. The fact that the war is coming to a close is no doubt responsible for the increasing brightness of business, whilst now that many wealthy families are going into half-mourning, and will soon be taking a greater interest in festivities of one kind and another, trade will undoubtedly receive a further impetus, but the rumored increase in the price of the rough may put a damper on our expectations. For the moment the stone that seems to be coming most steadily into favor is the turquoise, and the kind most to be favored seems to be American. Whether this is because the Azure Mining Company managed to secure the Gold Medal at the Paris Exhibition for their little exhibit, I do not know, but the fact remains that they have been pushed to the front rather more lately, and I think will be doing well with their particular stone, which is certainly a very clear color. Emeralds still remain in favor, whilst fine pearls do not lose their status. This is not to be wondered at since they are, perhaps, the only gem that can be worn with mourning, whilst they are never out of place with any color. Rubies have had a fairly good demand, whilst opals still retain a very large amount of the public favor.

Amsterdam, October 27.—Business has been fairly favorable during the month, and there has been a fairly good demand for different qualities and sizes of brilliants, especially in fairly good quality small *mêlés* and two or three grainers. Cheap *mêlés* were also asked for and still in small quantities, but there was not much available of cheap quality. Fine quality roses found a fairly good market, but sold in small quantities. There was not much demand for large brilliants. *Kappen* and *Enden* sold readily, especially towards the latter part of the month, but the rough are still very scarce. The strike is now practically over, and most of the polishers are back at work, and there is a good prospect of plenty of work for the next month or so.

The Canadian Horological Institute receives ten calls for every workman it can supply—Its Students hold the best paying situations in Canada and no one in good standing need look up a job—Investigate!

TESTIMONIALS.

H. R. PLAYTNER, Toronto. ARNPRIOR, ONT., Oct. 31st, 1900.

Dear Sir,—Re my opinion of the Canadian Horological Institute, I must say that I would much prefer answering the question to someone else, as should I tell you how highly the Institution stands in my estimation I am positive you would think I was trying to flatter you, so I will give you, personally, a mild opinion, but would be pleased to answer any communication giving intending students my experience while attending the Institute and the priceless value that course has been to me since going out into the world.

You can form a pretty good idea of my opinion of the Institute when you remember that since leaving you I have been instrumental in sending you five other students. A man cannot make a cart horse trot in two minutes, neither can you make a watchmaker out of a man who has no mechanical abilities, but anyone with the average amount of such ability could not take your shortest course, *and take it honestly*, without being pretty well charged with watchmaker electricity.

As I before said, if there is anyone who wants fuller particulars about the Institute and its Principal, I would be more than pleased to tell him my candid opinion, based on experience "Before and after taking."

Yours sincerely,
G. F. GOODWYN.

MR. H. R. PLAYTNER, Toronto, Ont. TORONTO, ONT., Sept. 22nd, 1900.

Dear Sir,—I attended the Canadian Horological Institute some nine years ago and can highly recommend it to anyone who desires a correct knowledge of watch repairing. Before entering the school I worked in a trade repair shop in the United States. I find that neither repair nor trade shops offer anything like the many advantages of your school, and I cannot but wonder why every young watchmaker does not attend it, to me it seems clear that they cannot afford to miss it.

I have often had proof that your interest does not end with the payment of fees.

I remain, yours truly,
318 College Street. W. W. HAYWARD.

MR. PLAYTNER. RICHMOND HILL, Oct. 25th, 1900.

Dear Sir,—I deem it my duty to write you how I have been progressing since leaving your Institute a year and a half ago.

So far I have mastered every job presented to me for repairs.

I turn all staffs and set all jewels I have to replace in watches and have found my work very satisfactory.

A great many of my customers tell me their watches time closer than they used to. Quite frequently I refer to our theory and drafting lessons in order to arrive at the result of a job before commencing it.

Having no previous experience before entering your school I consider the above certifies that the principles taught at your Institute are the keystone to success for watchmakers.

Wishing you continued success, I remain, Yours respectfully,
JERRY SMITH.

MR. H. R. PLAYTNER, Toronto. HALIFAX, Oct. 29th, 1900.

Dear Sir,—I have long considered it my duty to inform you of the esteem in which I hold your instructions and of the value they have been to me and would be to any workman who will apply himself under your tuition.

When I think of my own case, taken from the Collegiate and the farm and in the space of two years taking my place confidently among men of ten years or more experience at the bench, and at a salary much in excess of the majority of my fellows, I feel I cannot too highly recommend your course. It enables a workman to work intelligently and with confidence of better results, which makes work a pleasure and not worry.

I should be pleased to answer any correspondence from prospective pupils regarding the actual cost of my course and as to why I would recommend your course from a financial point of view as well as from a mechanical one.

I believe your school to be worthy of a great measure of success. Its aim is not only a high but a worthy one.

Thanking you for your kindly interest, I remain, Yours respectfully,
181 Barrington Street, Halifax, N.S. LORNE TOTTON.

Canadian Horological Institute. PROVIDENCE, R.I., Oct. 12th, 1900.

MR. H. R. PLAYTNER.—Dear Sir,—I realized after serving three years as an apprentice with a first-class house, that systematic instruction was necessary if I hoped to become a thoroughly proficient watchmaker within a reasonable length of time, time otherwise being sacrificed, as the modern apprenticeship is of little value when considered from a Horological standpoint.

I was convinced, after careful investigation and comparison, that the Canadian Horological Institute was far in advance of any on this continent and therefore I took a one year "Improver's Course" under your instruction, and am now putting what you taught me to practical use at a bench where only the finest work is required.

I cannot speak too highly of your instruction and methods, for they have certainly proved to be of the utmost value to me.

Yours very respectfully,
WITH TILDEN-THURBER COMPANY. ARTHUR K. CHATTAWAY.

A mistake is not made by attending, the mistake is made by not doing so—Our circular is yours for the asking—Ask to-day.

CANADIAN HOROLOGICAL INSTITUTE,

H. R. PLAYTNER, Director. 115 to 121 King Street East, TORONTO, ONT.

Can the Canadian Horological Institute not do for you what it has done for others ?==Give yourself and it a chance==Investigate !

TESTIMONIALS.

To The Canadian Horological Institute, Toronto. NELSON, B.C., Oct. 5th, 1900.

MR. H. R. PLAYTNER.—Dear Sir,—Although this testimonial is quite unsolicited, I deem it a duty and a pleasure to express in a few words my appreciation of the great benefit I have derived from a short course taken in the Horological Institute in 1892. I am fully convinced from my own personal experience that it is the *best* institution of its kind on this continent and the *one* which a young man of courage and energy should attend in order to completely master the profession.

I cannot fail each day to see the necessity of young men who are studying Horology to make it a means of livelihood, and the only sound, solid foundation to a successful business following these rules : 1st. To go into their work with a firm determination to overcome all obstacles which may stand in their way. 2nd. To consecrate to their work all their time, mind and energy, especially those who have the opportunity of spending a few years at the school, those especially have the greatest advantages to draft and put into practice their ideas.

Comparing the cost of the course to the amount of revenue which I receive, it is comparatively insignificant.

I shall never forget even the short time I spent in the school, for I may say truthfully that it was the most precious time of my life, for *there* was handed to me " The Key to Success."

I would advise any young man who contemplates taking a course in the art of watchmaking not to hesitate for a moment but to enter the Canadian Horological Institute.

Yours very truly,

J. O. PATENAUDE.

H. R. PLAYTNER, Director Canadian Horological Institute. NELSON, B.C., Oct. 2nd, 1900.

Dear Sir,—I want to let you know that I fully appreciate what you did for me at the Institute. The knowledge I acquired while there has been of infinite value to me, and I consider that the cost was a mere nothing.

It has not only been of practical use in my every day work during these two and a half years since I left, making work a real pleasure, but it has given me a good foundation for thought on mechanical things in the future.

I was fortunate indeed that I had the opportunity of studying in such a school and am proud in the possession of my Tourbillon Chronometer as a souvenir of those days.

Yours sincerely,

WITH PATENAUDE BROS. W. L. SMITH.

The Canadian Horological Institute, Toronto, Ont. FERNIE, B.C., Sept. 28th, 1900.

MR. PLAYTNER.—Dear Sir,—I'm only too glad if anything I can say will influence anybody, for if so, it certainly will be for their own good.

Since leaving the school it has never been any trouble to secure a good situation and also no trouble to hold it, besides having the assurance that I could accomplish any piece of work that might come in, for which I have to thank the Canadian Horological Institute. Having been at the business for three and one-half years before entering it, I soon found out how little I knew and gave me the desire to become a first-class watchmaker. It is a number of years since I left the school and I have been in business for myself for about two years and find the experience I received at the Institute, not only helpful in my repairing but also in the selling of watches, having a good knowledge of the theory of a watch it is much easier to explain the difference in watches, as in low and high grade, the advantage of good adjustment, etc.

A case occurred in the repairing department a short time ago and had I not had a knowledge of theory, I should certainly have had to make good excuses. A customer came in with a fine key wind watch (one he had given to him from his father) and wanted it changed to a stem winder, I could not possibly have done this work had I not attended your school.

Yours respectfully, A. C. LIPHARDT.

H. R. PLAYTNER, Director Canadian Horological Institute, Toronto. WHITBY, ONT., Sept. 20th, 1900.

Dear Sir,—On leaving the Canadian Horological Institute I expressed to you my satisfaction with the progress I had made during my years' course at the Institute. After a year and a half of work at the bench I wish to say to you that I have found that the knowledge and experience gained by the practical work at your school has been of the greatest value to me. By your method of teaching watch work I obtained more both practical and theoretical knowledge than I could have learned in years of experimenting or in doing the ordinary work of the trade. I might add that I consider the theoretical work equally as valuable as the practical, as no one can work to advantage without a fair amount of theoretical knowledge, which can only be learned in a school such as yours, equipped with appliances for that purpose. Having served an apprenticeship under a good watchmaker I know just how much can be learned in a shop during a four years' apprenticeship. Between that and a term at your school there is no comparison.

Yours truly,

L. S. ARNOLD.

MR. H. R. PLAYTNER, Director Canadian Horological Institute, Toronto. CLEVELAND, OHIO, Sept. 24th 1900.

Dear Sir,—I take much pleasure in saying that the work done by students at your Institute is highly creditable to their instructor in the science and art of horology, they having been awarded first, second and third prizes at Philadelphia, will show the class of work that is turned out by the students.

As to the benefit and higher knowledge I received while attending the school, it seems as if I cannot express myself enough as to how much the Institute has helped me.

When I first entered the school it was just like going into a new world, one certainly gets to know what a watch really is.

The lectures and the drafting lessons alone are worth the tuition, the drawings that are made can be applied right to the practical work at the bench, my own experience has proven it.

When I first entered the Institute my intentions were to stay only for six months, but I must say that the drafting, lectures and the practical work kept me there for another half year. I soon found out that even with the seven years' experience that I had in watchmaking outside the school, that I did not have hold of the ground principles, but soon got hold of them at your Institute and I want to say this that if a student follows you out, that is, to do what you tell him, he will never sink as a mechanic; the fault is, I think, that so many do just the opposite after leaving the Institute, but my experience shows that the genuine mechanic always tries to go up a step higher.

Respectfully yours,

WITH BOWLER & BURDICK COMPANY. JOS. J. SCHUSTER.

Advanced Workmen enter in January==Circulars on application==Write to-day.

CANADIAN HOROLOGICAL INSTITUTE,

H. R. PLAYTNER, Director. **115 to 121 King Street East,** **TORONTO, ONT.**

THIS IS

DECEMBER.

Mr. Jeweler,—

Are you ready for Christmas?

Have you all the Boxes and Sundries you require?

Such as,

Jewelers' Cotton,
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Paper Boxes,
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Leather Boxes,
Leatherette Boxes,
Polished Trays,
Oak Cabinets,
Plain Trays,
Watch Trays,
Ring Trays,
Etc., Etc.

THE J. COULTER CO., LIMITED.

130 KING STREET WEST, - TORONTO, ONT.

LAW REFORM.

The *Canada Law Journal* of the 1st October last had an article commenting upon some remarks made by the police magistrate in reference to excessive law costs. The issue of that journal dated the 1st Nov. contains a reply from Col. Denison, in which he says that he had not made charges against the legal profession, but against the system of the administration of civil justice. After correcting one or two errors he goes on to say :—

"Now having corrected these errors, I will state my views in reference to the administration of civil justice.

"The State has taken upon itself the duty of settling disputes between citizens. This is an absolute necessity, unless we relapse into barbarism, where no man would have any rights unless he was able to defend them by force. The State, having taken upon itself this duty, and having the power of organized government to enforce any thing it undertakes, it follows that the individual citizen is at the mercy of the system which the State devises, and is helpless in its hands. I hold therefore that when a man is a peaceable citizen, obeying the laws, paying his taxes, and conforming to the rules of organized society, that he is entitled if he gets into any difficulty or dispute with a neighbor, which they cannot settle between themselves, to be able to appeal to the State to see that justice is done, and I feel that this duty should be performed at the least possible expense to the individual.

Now, what is the usual course under the present system? Two neighbors in a business transaction have a dispute or a misunderstanding. It often happens that there is a good deal to be said on both sides. The differences, however, are irreconcilable, and the citizens have to appeal to the State to decide. One citizen goes to his lawyer, lays the whole case before him naturally with his own coloring, and gets an opinion on the law. The counsel knows well that no one can positively tell what is the law, but probably gives an opinion that his client has a good case, and one that is worth g hting in the courts. A letter is written to the other side, or a writ is served, and the defendant goes to his lawyer for advice. The lawyer hears the defendant's statement, looks up precedents, and advises him to defend the case, although he also knows that there is no certainty as to the law. The case is now fairly started, and the costs begin to roll up. Motions of all kinds can be made; to set aside appearance, for security for costs, for particulars of statement of claim or defence, to strike out statement of claim or defence, for better and further affidavit on production, to compel attendance of witnesses, and so on. Then the examination for discovery, and other examinations, conducted at great length, and with tiresome reiteration and repetition and taken down in shorthand, all extended in full, all rolling up heavy expenses. Then after all these motions and filings of affidavits, and examinations upon them, and attendances, and drafts and engrossings, etc. the case at last comes before a jury. Technicalities of law are brought up, and discussed and overruled and reserved. Then witnesses are examined again, with the same reiteration and repetition all again taken down in shorthand. Objections are raised to questions. These are also argued, and the objection sustained or overruled, with points again reserved. These things all tending to confuse the minds of the jury as to the real merits of the case, which are often to be found on both sides.

Then follow long arguments of counsel, then the judge's charge, then the objections to the judge's charge, the reserving of more points, with the result that the jury will probably give the verdict one way, while the judge has reserved law points to settle whether the decision should not be the other.

The case may then come up before the full court, and the points of law concerning which (if the law is the great science our profession claim it to be) there should be no question, have to be decided. Three judges, supposed to be experts, impartial, upright men, who have devoted their lives to the study of the law, sit for hours and listen to the same arguments on the same evidence, with the same precedents quoted under the same magnetic influence and ability of the counsel on both sides, without the slightest reason apparent why they should differ, if there is anything in our boasted science of law, and at the end of it all two of the judges will decide one way and one the other.

Then an appeal is taken to the Court of Appeal, and the same thing happens, only the judges of this court are supposed to be still more highly trained experts, and here also will two decide one way and three the other on exactly the same facts and arguments.

Then follows an appeal to the Supreme Court, where the same old story is told, with the result possibly that three will decide one way and two the other.

Lastly comes the Judicial Committee of the Privy Council, and then a final decision is made one way or the other, but apt to be the nearest right, because they have no appeal above them, and do not trouble themselves nearly so much about precedents as about justice.

Then what happens? One man wins and the other loses, neither being altogether in the right, and neither altogether in the wrong, but one gets everything, the other loses everything, his own costs and his opponent's taxable costs, while the successful man is heavily punished in his solicitor and client costs, and in the mental worry, loss of time, etc.

The total costs in a case like this would probably amount to thousands of dollars, if not tens of thousands, and might have been as satisfactorily settled without expense, and with just as much certainty if the parties had tossed a copper to decide it at the start.

It must be remembered that a man once in law cannot avoid this. If a poor man is fighting a rich man, or a rich corporation, he must absolutely give up his right to have the case decided, or run the risk of ruin.

It was against this system that I have based my remarks, and expressed my hope that some day the people through their Parliament would be able to reform it. I think that the State should legislate so that the judges should decide desputes quickly and simply and without formalities, and without regard to anything except the absolute justice in each case; that there should be only one appeal, which should be final; that musty precedents, perhaps the mistakes of men gone by, should not be worshipped or followed to create injustice. If the State did this, did away with all fees of every kind, and hired the lawyers at fixed salaries to assist the judges in bringing forward evidence, their is no occasion why disputes could not be settled in one-tenth of the time, and at one-twentieth the expense now incurred.

THE TRADER

THE DUEBER HERALD

THE ADVOCATE OF HONEST BUSINESS METHODS.
DEVOTED TO THE RETAIL JEWELRY TRADE.

VOL. II. CANTON, OHIO, DECEMBER, 1900. No. 8.

TO WHOM IT MAY CONCERN.

Hampden Watch Company Wins.

THE HAMPDEN WATCH CO., after a long litigation in the Patent Office with the American Waltham Watch Co. and Webster C. Ball over the right to the word "Railway" as a trade-mark, has obtained a final decision in its favor, and a certificate of registration has been issued to it, confirming its right to this trade-mark which rests upon its use by it and its predecessors in business for over a quarter of a century.

The American Waltham Watch Co. has registered the words "Railroad Regulator," claiming the right to use the word "Railroad" either with or without the word "Regulator," and Webster C. Ball has registered the mark "Railway Queen." Thereupon the Hampden Watch Co., claiming priority of right in respect to the word "Railway," made its application for registration, asserting that its use preceded that of either of these parties. The Patent Office held that the several marks so interfered with each other that only one party was entitled to the registration, and declared an interference to enable the several parties to contest the right to the use of this word "Railway" as a trade-mark, whether with or without accompanying words. Much evidence was taken on the part of the Hampden Watch Co. to establish its priority of right as dating from about the first of the year 1875. A large amount of evidence was taken on the part of the American Waltham Watch Co. in opposition, and an elaborate effort was made in its behalf to defeat the claim of the Hampden Company to this word as a lawful trade-mark. The case was fully argued in the Patent Office and taken under advisement.

After full consideration the questions both of fact and of law were decided in favor of the Hampden Watch Co., the opinion concluding with the finding that—

"THE RIGHT OF THE HAMPDEN COMPANY TO THE TRADE-MARK IN ISSUE HAS BEEN THOROUGHLY ESTABLISHED, AND CANNOT BE OVERTHROWN BY ANY FACT DEVELOPED BY THE RECORD.

"JUDGMENT OF PRIORITY OF ADOPTION AND USE OF THE TRADE-MARK IN ISSUE IS AWARDED TO THE HAMPDEN WATCH CO."

This decision not having been appealed from, and the time for appeal having expired, a certificate of registration was issued to the Hampden Watch Co., as above stated.

Having thus litigated its right and obtained judgment in its favor, the Hampden Watch Co. is entitled to have its exclusive right to the use of this word as a trade-mark on watches and watch movements fully respected.

It therefore notifies all manufacturers and dealers who have used this word, either alone or in connection with other words, to desist therefrom, warning them that by either making or selling watches or watch movements bearing such mark, they incur liability to prosecution for infringement.

HAMPDEN WATCH CO.

WILLIAM ALLEN YOUNG, Sole Canadian Wholesale Agent
Dueber-Hampden Watches.

393 Richmond Street, LONDON, Ontario.



Jewelers throughout Canada will oblige the Editor by sending into this office, not later than the 20th of the month, any item of news that they think would be of interest to the Jewelry trade generally. Address all communications to The Trader Publishing Co., Ltd., Toronto, Ont.

"The Trader" is issued on the first of every month. In order to insure the insertion of new advertisements, or changes in those already standing, copy must be received at this office not later than the 20th of the month previous to date of issue. In all cases they should be addressed to The Trader Publishing Co., Ltd., Toronto, Ont.

MR. J. A. CARR has purchased the jewelry business of Mr. Jas. Carr, Halifax, N.S.

MR. D. H. CUNNINGHAM has removed his jewelry business from Florence to Newberry, Ont.

FIRE.—Jeweler H. R. Francis, of Grand Valley, Ont., was burned out last month ; partially insured.

MR. F. L. KHAN, who has recently returned from the Maritime Provinces, is at present hustling for orders in Ontario.

NEXT regular class of the Canadian Ophthalmic College commences January 15th. Correspondence courses commence at any time.

MR. T. BUTLER, the energetic traveller for the Montreal Optical Co., is completing his fall trip to the Maritime Provinces. He reports business satisfactory.

MR. GEORGE CHILLAS, of Montreal, spent a few days in Toronto last month on business, and if one might judge from his looks is as fit as ever for his work.

MR. FORSYTHE, of the Montreal Optical Co., is again visiting the Ontario trade after a successful trip through Manitoba and the North-West Territories.

THE BUSINESS of the late Chas. Potter is advertised for sale. Those interested should communicate with the Toronto General Trusts Corporation, Toronto.

A CHANGE.—Mr. C. L. Brooks has purchased the jewelry business of Mrs. S. C. Roberts, of Nanaimo, B.C., and will carry it on as before in the same premises.

MR. SIDNEY LEE, of the T. H. Lee & Son Co., Limited, returned home on Friday last from a very successful business trip extending through the North-West as far as Victoria, B.C.

MR. J. S. BARNARD, jeweler, of London, has recently completed extensive alterations to his premises and store fixtures and fittings which makes his place one of the most attractive in that city.

MESSRS. H. & A. SAUNDERS report that their Mr. F. Le Fabvre is having a most successful trip through Manitoba and the North-West with his magnificent stock of fine pearl and diamond jewelry.

MR. JOHN F. LOGAN, the popular traveller of the Goldsmiths' Stock Company, is one of the happiest men on the road these days. A charming little daughter who arrived about a month ago explains it.

THE LARGE stock of electro plated goods carried by the Simpson, Hall, Miller Co., at Montreal, amounting, it is said, to nearly $30,000, has been sold by that company en bloc to the firm of Henry Morgan & Co., of that city.

WE LEARN THAT MR. A. MARKS, the "Chain man," has done so well with nothing but the H. & A. S. chains this season that the firm has now decided to let him take the same line through the country next year.

MR. N. N. COLE, of The J. Coulter Co., Limited, did a splendid trade in Western Ontario, and is now travelling through Quebec and the Eastern Provinces, and is having his usual success. He reports trade in a splendid condition.

THE SPLENDID time system of pneumatic clocks, which is so much admired by visitors to our new City Hall, was installed by Messrs. Ambrose Kent & Co., the well-known jewelers of this city, who were the successful contractors.

MR. BENJAMIN KENT, the well-known retail jeweler, of Toronto, was last month elected as one of the directors of the Lorne Park Company at its annual meeting. Their report showed that last year was the most successful in their history.

THE J. COULTER CO. report that they have never been so busy since they commenced business as they have been during the past year. They have kept a full staff on hand all summer, and are now working overtime and doing a very large trade.

MR. W. G. MARKLE, for many years with Mr. W. H. House, of Dundas, has accepted a position with T. Porte, of Winnipeg. Mr. Markle's specialty is optics, and Winnipeg, no doubt, will afford him ample opportunity of showing his ability in this line.

THE Optical Institute of Canada expects to have a large class in January. Those in the eastern part of Canada seeking to perfect themselves in optics will do well to communicate with this institution. Courses can be obtained in either French or English.

THE chatelaine cases shown by the Montreal Optical Co. this season are particularly attractive, and will prove great sellers for the Christmas trade. They form a neat and inexpensive present, and are particularly appropriate for spectacle wearers.

MR. GEO. H. LEES, the manufacturing jeweler, of Hamilton, struck Toronto (accidentally he says) on the day Toronto welcomed her soldier boys home, and he was not less enthusiastic than any Torontonian in giving them a hearty cheer as they swept by.

IS IT TO your interest that there should be a strong association of opticians in Canada? If it is, and we think it is, send in your application without delay to Mr. Ammon Davis, Secretary, 109 Queen St. East, Toronto. A large number of our readers are joining this.

MISS E. E. ERNEST, daughter of Simeon Ernest, Bridgewater, N.S., is now in the United States studying medicine. She is determined to become an oculist. She is a clever refractionist and will, no doubt, make her mark in whatever field she exercises her talents.

MR. JACOB LEVY is at present working down in the Maritime Provinces to finish up the trip of the late Mr. O. W. Coleman, who was drowned on the Monticello. He expects to be through and back upon his own regular territory again about the 10th of December.

FELL OFF A LADDER.—E. A. James, a plumber, who lives at the corner of Trinity and King Sts., was fixing a chandelier at Cohen Bros.' optical goods manufactory last month, when he fell from a ladder, sustaining a severe concussion of the brain and a number of bruises.

MR. ALBERT KLEISER is one of the Toronto jewelers who make it a point never to miss a week's deer hunting every year during the season. His outing in the woods this year was productive of plenty of sport and as many deer as the law allows any one individual hunter to shoot.

THE following students have just completed a course of instruction at the Canadian College of Optics, under the tuition of Dr. W. E Hamill, all of whom secured diplomas: Mrs. R. C. Holcombe, Welland ; W. G. Matheson, Norwich ; E. F. Boerst, North East, Pa.; Miss E. M. Perrin, B.A., Lindsay. The next class will commence on January 15, 1901, at the College, although the correspondence course can be taken up any time. See advertisement on another page.

THE TORONTO SILVER

ELECTRO SILVER PLATE.

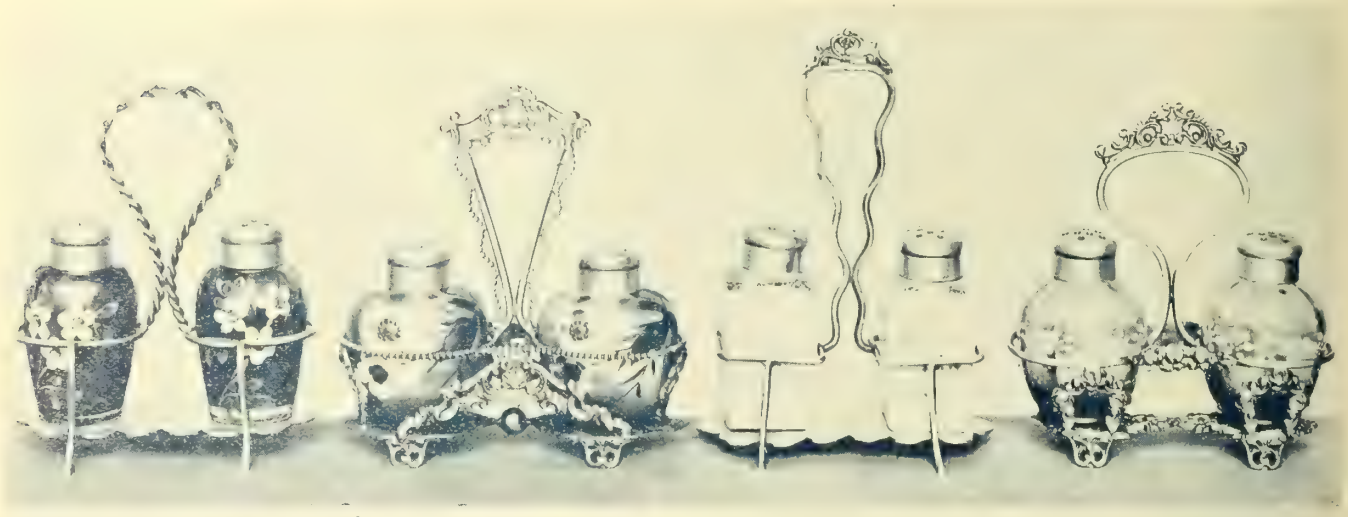




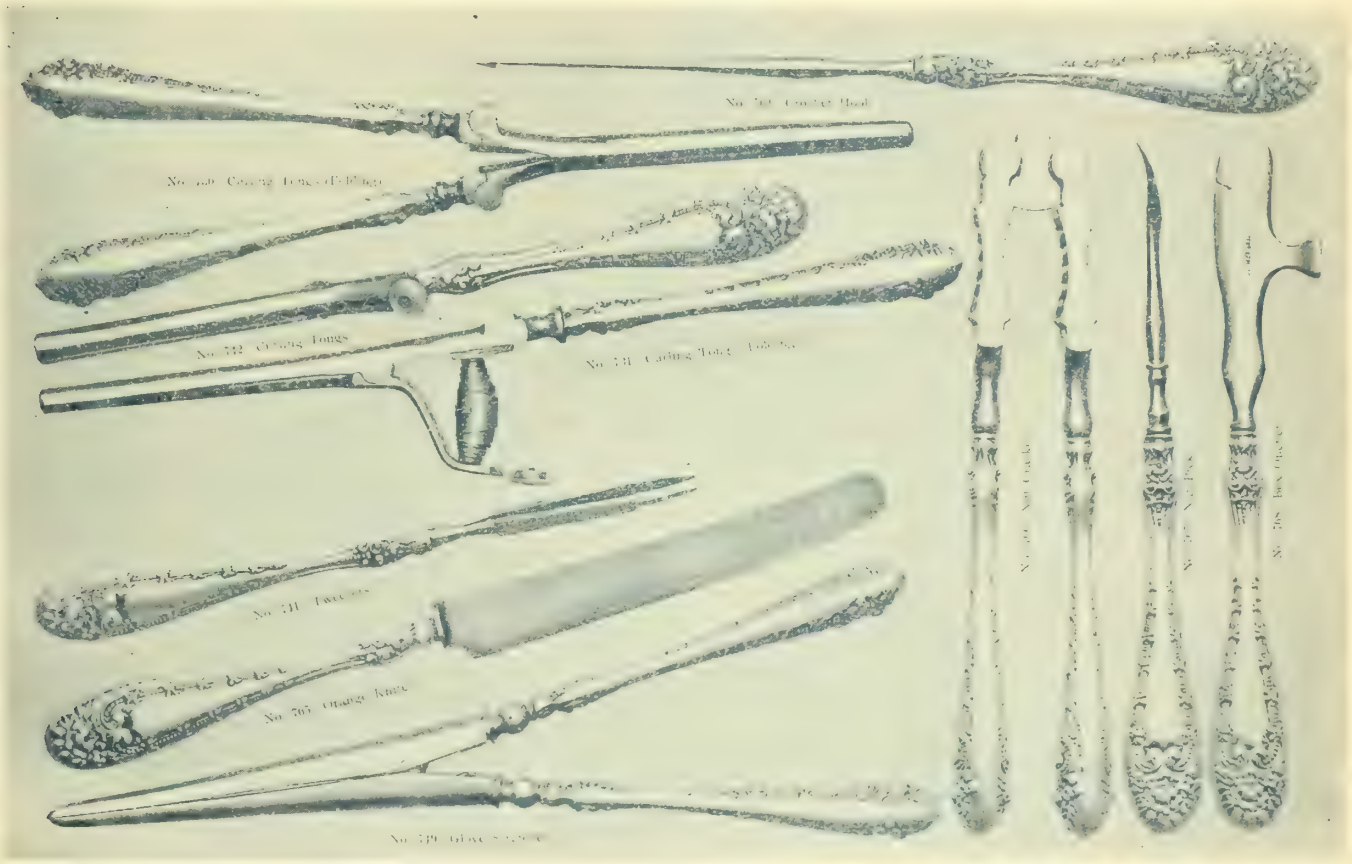




PLATE CO., LIMITED,

SILVERSMITHS AND MANUFACTURERS OF **ELECTRO SILVER PLATE.**

STERLING SILVER.



If interested in our line, write for new illustrated Catalogue.

We make everything, to use a hardware expression, from a needle to an anchor.

It is hardly necessary for us to say that we are not in the Trust or members of any Silverware Association or Combine, a comparison in prices is sufficient evidence of this.

Factories and Salesrooms:

King St. West, Toronto, Canada.

E. G. GOODERHAM, Managing Director.

THE DIANA

STERLING SILVER FLATWARE.

DAINTY. GRACEFUL. ELEGANT.

Five O'Clock Tea Spoons.

Small Tea Spoons.

Regular Tea Spoons.

Dessert Spoons.

Table Spoons.

Dessert Forks.

Table Forks.

Made in all weights, with a complete line of Fancy Pieces.



Fancy Pieces are made of good, serviceable weights, without being unnecessarily heavy or expensive.

Oak or Mahogany Chests of the highest grade, to hold any possible combination of the Diana Pattern, furnished to order.

As a timely suggestion, we would advise our friends to place orders early, and prevent possible disappointment at the last moment.

Meriden Britannia Company,

HAMILTON, ONT.

MR. WM. TOMS, one of the old stand by's of the P. W. Ellis & Co. firm, returned last month from his visit to England. To say he enjoyed himself and had a good time would be a feeble way of expressing it. It was simply great. He looks as though the outing had agreed with him.

MESSRS. GEO. H. LEES & CO., of Hamilton, report that they are having a very busy Christmas season, but with their enlarged and improved factory and increased staff they are keeping well up with their orders, and expect to turn out a great amount of work still between now and the holidays.

MR. A. C. MERRETT, the Eastern representative of Messrs. H. & A Saunders, is now on his way home from a three months' trip through the Maritime Provinces, after having a most successful season. His Toronto friends are now looking forward to his return in time for the Yuletide festivities.

ONE OF THE BIGGEST gold locket orders ever executed in Canada was that given to Saunders, Lorie & Co. last month by Jeweler Rosenthal, of Ottawa, for the lockets presented by that city to their volunteers returned from South Africa. They were much admired and justly so on account of their finish.

THE SALE of the Interchangeable Perfection Bi-focals, gotten out by the Montreal Optical Co , are proving a great success. Their convenience is apparent to every optician. The Montreal Optical Co. urge that those who have purchased these sets shall replace the lenses as they are sold, so as to keep their boxes complete.

BRANCHING OUT.—It is said that Messrs. Henry Birks & Sons, of Montreal, have made arrangements to open a branch of their business in Ottawa, Ont. They have already secured the lease of central and commodious premises which they propose to fit up in first-class style and be ready to open for business about May next.

MR. BENJAMIN CHAPMAN, the respected Treasurer of the Jewelers' Security Alliance of Toronto, fell last month, which caused concussion of the brain and kept him confined to the house for some weeks. We are glad to know that he is improving and expects to be about again as usual very soon. He has the good wishes of the trade generally.

DIAL IS TOO SMALL.—Ambrose Kent & Sons, the contractors for the time system of the City Hall, Toronto, think that the dial in the main entrance is too small, and suggest that a 36-inch polished plate glass, bevel edge, would be more in keeping with the corridor and would be better seen. The price for the larger dial and movement would be $75.

MR. E. O. FELT, of Felt Bros., jewelers, Oshawa, died last month. The deceased was well known as an expert watchmaker and had perfected several original inventions in connection with American watch movements that in the opinion of some of the leading manufacturers possessed much merit. The business will be carried on by the surviving partner.

ASSURING to users of J. & J. Taylor's safes. We clip from an American exchange the following: "A detective agency has investigated the use of electricity for breaking the vaults of banks and safes. The report states that there has never been a successful burglary of a bank vault or safe by electricity, and that there is no necessity for alarm on this score."

AMONGST THE well-known jewelers who in one official capacity or another took part in the great procession in honor of the return of our Boys from South Africa we noticed Mr. P. W. Ellis, President of the Manufacturers' Association; Mr. R. Y. Ellis, marching with the veterans of 1866, and Capt. Walter J. Barr, in uniform along with the Queen's Own veterans of 1885.

ON FRIDAY EVENING, November 16th, the Cohen Bros., Limited, entertained their employees at Forum Hall with a dance, musical entertainment and supper. Mr. L. G. Amsden, the Secretary, addressed those present on the formation of a Mutual Benefit Society among themselves, and Mr. M. M. Cohen, Vice-President on the relation of employers and employees.

MR. A. R. HARMAN, of the Waltham Watch Company, spent a few days in Toronto last month on business. He states that their trade shows no sign of falling off, and that although Canadian dealers may think that they are not getting their share of the goods, as a matter of fact the company have never before sent so many movements into this country in any single year.

VALUE FOR VALUE.—We call the attention of the trade to the advertisement of Messrs. H. & A. Saunders on the first page of this issue and would say that this firm has long been in the foremost ranks of the wholesale jewelers of Canada. With their new venture, the H. & A. S. chains, the firm has had most wonderful success, the sales having so far exceeded their expectations that they were forced to add several new hands to their already large staff in order to keep up with their orders.

HYMENIAL.—At the residence of W. J. Mahood, Kingston, Ont., on the 7th Nov., his daughter, Miss Nellie M., and John E. Wilmot, jeweler, Ottawa, were married by the Rev. Mr, Macgillivray, under an arch of smilax and flowers and in the presence of intimate friends. The bride was in white; her sister, Miss Isabel, as maid, in pale blue. Mr. Graham, Ottawa, was groomsman. The couple left for Montreal and New York on their wedding tour, and will on their return reside at 85 James St., Ottawa.

A SUDDEN DEATH. Mr. T. F. Butcher, the well known jeweler, of Brandon, Man., died very suddenly from apoplexy on the 12th of November. He was one of the best known and most respected jewelers in Western Canada and had established a very large and profitable business. With the wholesale trade he was always a favorite and nearly every traveller on the road counted him as a friend as well as a customer. At the time of going to press the future of Mr. Butcher's business has not been definitely settled.

THE SUPREME COURT of the Dominion of Canada has decided the case of Michaels *vs.* Michaels by reversing the decision of the Supreme Court of the Province of Nova Scotia. The Supreme Court of Canada decides that the note sued on, one for $10,000 made by A. L. Michaels, of the firm of Levy & Michaels, to his wife, Jennie Michaels, and payable on demand, was personal property of the wife not reduced into possession, and the action could be maintained under the married woman's property acts of Nova Scotia by the wife against her husband.

THE GORHAM MFG. CO., of Providence, R.I., the largest manufacturers of sterling silver flat and hollow ware in the world, have, we understand, completed arrangements to open up a branch of their works at Montreal, Que. A Canadian Board of Directors will have the supervision of their Canadian factory and trade. They are all business men of experience and under such auspices it is expected that the manufactures of the "Gorham" factory in Canada will soon become as well and as favorably known in this country as they now are in the United States.

IN the death of Mr. Charles H. Hubbard, which occurred on the 16th November, Toronto loses one of its most respected merchants and the jewelry trade one that was personally known to each of them who purchased bullion in any form. Mr. Hubbard had for many years been in the dental supply business, but to this he had added that of a broker in gold and silver bullion, and in this capacity he came in contact with most of the manufacturing jewelers and silversmiths of the city. He was in his 69th year at the time of his decease, and leaves, besides a widow, two daughters, both of whom are married to well-known business men of this city.

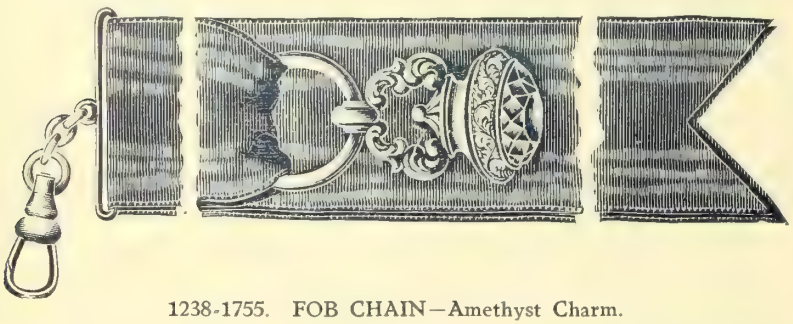
CORRECTION.—In our last issue we printed an item in these notes to the effect that Mr. W. H. Mallet, the well-known jeweler of Brandon, Man., has sold out his business in that town. Mr. Mallet writes us to say that this is not the case as he is still in business in Brandon as heretofore, and that the report has evidently been circulated by some evil disposed person in order to injure him. As far as THE TRADER is concerned the item was published simply as an item of news and without any desire whatever on our part to injure Mr. Mallet, and we therefore gladly make this correction and draw the attention of the trade to it.

F&B. TRADE MARK REGISTERED

A Great Reception

F&B TRADE MARK REGISTERED

was given the "BOYS." Like th us to make only such goods as a e years of study to perfect, finish them F&B TRADE MARK REGISTERED goods, *"they have been tried and have proven their worth."* It is a matter of principle with STRICTLY HIGH GRADE in every particular, made by our special process which has taken so they are equal in appearance to solid gold, and guarantee them to give entire satisfaction.



1238-1755. FOB CHAIN—Amethyst Charm.

We make
VEST CHAINS,
RIBBON HAINS,
LOCKETS,
BRACELETS,
SLEEV BUTTONS,
PINS, EARRINGS
and HAIR CHAIN
MOUNTINGS IN
ROLLED GOLD
PLATE.



1677. LOCKET—Engraved and set with Pearls and Opals.

We make a full line of TOILET and MANICURE GOODS and SETS ; also DESK SETS, SHAVING SETS and NOVELTIES IN STERLING SILVER.

REMEMBER, we can lay these goods down on your counter, DUTY PAID, cheaper than any other house in the country.

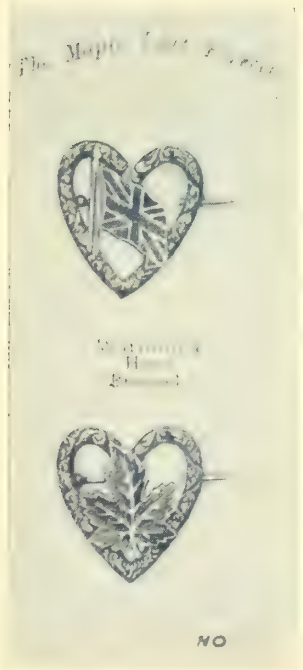


966. FULL LENGTH VEST CHAIN.

Our Canadian Representative—
MR. GEO. E. SMITH,
350 King St., Kingston, Ont.

THEODORE W. FOSTER & BRO. CO.,
Manufacturing Jewelers and Silversmiths, 100 Richmond St., PROVIDENCE, R.I.

A LEADING LINE OF NOVELTIES IN ENAMEL BROOCHES.



A Large Variety of Heart Brooches.

Something new every day. Our line for the coming season will be O.K. . . . Don't forget us. Trade work a specialty.



The Finest Yet.

THE BREADNER MFG. CO.,

BANK STREET,

OTTAWA, - - - ONT.

A NEW OPTICAL COURSE.—The Canadian Ophthalmic College have in deference to numerous and repeated requests arranged a correspondence course in optics, the announcement of which appears on another page of this issue. The fact that the new course is in charge of the old staff and that the same illustrations and lectures that are used in the regular course are available is a guarantee that the results will be entirely satisfactory. While a course of this kind is less desirable than a personal course, it is certainly far more desirable than attempting eye work without any instruction whatever, and the scale of charges enables the students to avail themselves of any subsequent regular course without extra charge.

MR. W. H. KERNEY, jeweler of Renfrew, Ont., was burned out for the third time in seven years, on the 12th of last month. The fire originated in a shoe store next door and spread so quickly that Mr. Kerney's place was soon ablaze, and although he managed to save his stock, the building was completely destroyed. The store was owned by Mr. Kerney, who had an insurance on it of $1,000, while the loss on the stock will be covered by the insurance. As if to accentuate his loss and prove the truth of the old saying "that misfortunes never come singly," the shock to his wife was so great that she died the day after the fire, from heart failure. Mr. Kerney will have the sincere sympathy of the entire trade in the afflictions through which he has been compelled to pass.

IS THIS YOURS?—As an illustration of how mistakes sometimes happen in business we publish the following which explains itself: "Some months ago the Goldsmiths' Stock Co., Limited, of Toronto, received through the mails a 14k hunting 16 size B. W. C. Co., gold case, No. 167389, and in the same package a sterling movement, No. 2328124. No correspondence accompanied this, nor was there any way by which the sender could be identified. They are desirous of hearing from the rightful owner, as it is more than likely some serious misunderstanding has arisen from these articles going astray." It is more than probable that the sender of this watch has been wondering what on earth has become of his watch, and whose fault it is that it has gone astray. We trust that this item will be the means of restoring the property to the rightful owner.

BURGLARY.—The hint we gave our readers a couple of months ago regarding the danger of loss by burglary appears to be only too true if we can judge by the large number of them that are being reported from day to day by the press. In the majority of these cases, the stores have been broken into and only such goods that are left outside of the safes have been stolen, showing that the work is that of tramps and not that of skilled burglars. All the same it often entails serious loss, and our readers, especially in the smaller places, cannot be too careful about how their premises are secured and guarded. The inexpensive precautions, recommeuded in THE TRADER on more than one occasion, such as lights in the store and a good watch dog on the premises are simple and easily effected and many a burglary would have been avoided had they been taken. We cannot too strongly impress the importance of this matter upon our readers as the jeweler's store in any town or village is always a mark for the would-be-robber.

MR. E. C. FITCH, president of the Waltham Watch Company, spent a day in Toronto last month en route to Chicago, during which he visited the principal jobbing firms and looked up the condition of the Canadian watch trade generally. Mr. Fitch is well pleased with the business done by his Company in Canada, more particularly with the fact that the trade are demanding a higher grade of watches on the average than in former years. This, he thinks, will grow, on account of the heavy demand from railroad employees for high grade goods, and be of much advantage to the jewelry trade generally. His Company are increasing their capacity as fast as possible consistent with turning out a first-class product, and he is well satisfied with the business outlook. Mr. Fitch says that the new labor saving machinery during the past couple of years has been so great as to have almost revolutionized the trade in some departments, and has enabled them to turn out high grade goods profitably at the remarkably low prices they have been selling them at.

DEATH OF MR. C. B. DOHERTY.—On the 3rd November there died in Toronto after a long illness Mr. Chas. B. Doherty, senior member of the firm of Nerlich & Co., wholesale fancy goods dealers. Mr. Doherty was born in Ireland, and came to Canada when a lad. He was connected with the firm of Nerlich & Co. for forty years, and during his life time was a license commissioner and a justice of the peace. He was a Liberal in politics and a regular attendant at St. Michael's Cathedral. He was also a member of several Catholic societies. He is survived by six sons and two daughters. Although not directly connected with the jewelry business, Mr. Doherty was well known to the majority of the Canadian retail jewelry trade on account of the large line of fancy goods they handled that were used by jewelers generally. He was an excellent man of business and exceedingly popular with the firm's customers, and those of the trade who know him personally, and they were many, will hear of his demise with much regret. His funeral was largely attended by leading citizens of Toronto.

THOSE BIG BELLS.—The bells for the great clock in the tower of Toronto's new City Hall reached here about the middle of last month, but there has been considerable delay about getting them hoisted into position on account of their great weight. The large bell, "Big Ben," weighs nearly seven tons, and has a hammer 824 pounds in weight; the second bell weighs nearly two tons, with a hammer 440 pounds in weight; the smallest bell of the three weighs about one ton, and has a hammer weighing 70 pounds. The cost of these bells is estimated at about $4,000, and they paid a duty of $730 on entering the country. At present these musical monsters are lying in front of the new City Hall, awaiting a hoisting apparatus strong enough to yank them up to the great clock tower, 220 feet above the pavement. The only machinery in Ontario fit for the job seems to be that used by the constructors for the stone work of the City Hall, and we understand the English firm of clockmakers, who have under their contract to place clock and bells in position, are negotiating for its use. They expect to have the clock installed and going, and everything in readiness to ring out the old century and usher in the new one.

IN A DILEMMA.—As our readers are aware, by the system adopted by all the railways in Canada and the United States, the country is divided into "time belts," the difference between each of them being exactly one hour. As the time in each belt is the same all over, our readers can readily understand that at the divisional lines between the belts there must be a straight jump of exactly one hour, and that in certain places this arrangement tends to complicate matters. Thus at the St. Clair River, which is the dividing line between two time belts, the City of Windsor in Canada on the Eastern side has its time exactly one hour faster than that scheduled for the City of Detroit just across the river. Of course this is an arbitrary arrangement, seeing that their solar time is both the same. However this has raised quite a lively discussion in Windsor, the citizens of which city are divided over the question of adopting standard time. Some favor the course of following the example of Detroit, since the council of that city will likely adopt the slow time. There are others who think Windsor should change to eastern standard. The Grand Trunk and Canadian Pacific run on fast time and the Michigan Central on standard, which is one hour slower. Windsor is half way between, or sun time.

AN OLD FRIEND IN A NEW GUISE. It is like old times for THE TRADER to welcome back into its advertising pages the Hemming Manufacturing Co., of Toronto. Few firms in Canada are better or more favorably known than the Hemming Co. For sixteen years their jewelry cases were sold from one end of Canada to the other, and many were the expressions of regret from their customers when some eighteen months ago they disposed of their case business to the J. Coulter Co. For the past year and a half, the company have been quietly working up a business in the manufacture of jewelry which bids fair before long to be one of the strong firms of the Dominion in this line. They appear to have spared neither time nor expense in procuring plant and factory facilities generally, while their aim is to turn out only the best grade of goods in such lines as

LEVY BROS. CO.,
HAMILTON, Limited.

IMPORTERS AND
MANUFACTURERS OF

Quick Selling Novelties.

Diamond Merchants

Dealers in all kinds of Precious Stones.

FINE RINGS.

Diamond, Single, Twins, 3 and 5 stone ½ hoops.
Emerald and Diamond, Twins, 3 and 5 stone ½ hoops.
Ruby and Diamond, Twins, 3 and 5 stone ½ hoops.
Sapphire and Diamond, Twins, 3 and 5 stone ½ hoops.
Pearl and Diamond, Twins, 3 and 5 stone ½ hoops.
Emerald, Ruby, Sapphire, Pearl, Clusters,
and numerous designs, embracing combinations of all the Stones now in favor.

Watches from Switzerland.

American Movements.

American Watch Case Co.'s Celebrated Cases.

Wait for our Travellers.

Send your Orders for our Prompt Attention.

they may make a specialty of. Their specialty is the "Secret Society" line. Their years of connection with the Dominion Regalia Co. (now we understand quite a separate concern) has given them an experience which makes them an authority on the many fine points of emblems, colors and distinctions too numerous to mention. In their enamelling department they have the best of skilled help and are certainly turning out beautiful work. Enamelled silver novelties also form an important department, and as in the past the trade may look for originality from them. We wish the company success, and our readers may hereafter look for a series of spicy advertisements of the old time "straight from the shoulder" kind.

THE OUTLOOK.—The outlook at the present time of writing is particularly encouraging in nearly every line of trade. The prices of nearly all agricultural products show an upward tendency, and, generally speaking, money is more plentiful with the farming community than usual at this time of year. In the jewelry trade the demand for better goods still continues, showing that the public have more money to spend. Silver goods of all kinds are still in active demand, and it looks as though their sale during the coming holiday season would be larger than ever. In this class of goods, like many others, prices have a decided upward tendency, particularly in flat ware, on account of the increased price of silver bullion. In the watch trade, American movements continue to be about as scarce as ever, the prices ruling the same as last month. In the watch-case business there is also a shortage in the staple lines of gold-filled and silver goods, while solid gold cases are bound to be very hard to obtain before Christmas, as the stocks in the hands of manufacturers and jobbers are, generally speaking, very light. The volume of the clock trade has been well maintained, and prices rule same as last month. In general jewelry, while there are a good many lines to be had, stocks, generally speaking, are light, and desirable goods should be picked up as speedily as possible. Taking it altogether, it may be safely said that jewelry stocks of all kinds are more than usually low, prices are well maintained or inclined to stiffen, and the demand is such that in many lines there will be a scarcity before the holidays. Money is also coming in freely, and accounts are being met more promptly than usual.

WE UNDERSTAND that there is a disposition on the part of the newly-formed Canadian Association of Opticians to refuse any assistance from the wholesale and manufacturing opticians of the Dominion. From the standpoint of an outsider, we should say that this was a very unwise step. It is imperative, we think, that the Association should be managed and controlled by the retail opticians of the country, but this should not prevent their receiving every encouragement and assistance that is in the power of the wholesale trade to afford, and which they are only too willing to give them. As we understand it, the wholesalers don't ask for the control, or even for membership in the Association, but only that they may be allowed to aid the good work which has been so successfully inaugurated, to the best of their ability. If this modest request is refused, it will, we are afraid, evidence a spirit of intolerance which augurs but poorly for the future of the Association. As we have stated on several occasions, the real fighting work of the Association is still in the future, but when it does come, as come it must, and it may be nearer than we at present expect, the retail opticians of Canada will want every help that they can bring to bear upon the Local Legislatures to maintain their right to practice their chosen calling. This is why we think it is unwise of the new Association to reject the assistance of the wholesale trade, and we think that when they come to reflect upon the matter they will probably see it in this light. Canadian opticians, whether wholesale or retail, are all in the same boat in some things, and they will learn by experience, sooner or later, that "what is the concern of one is the concern of all," and that only in union is there strength.

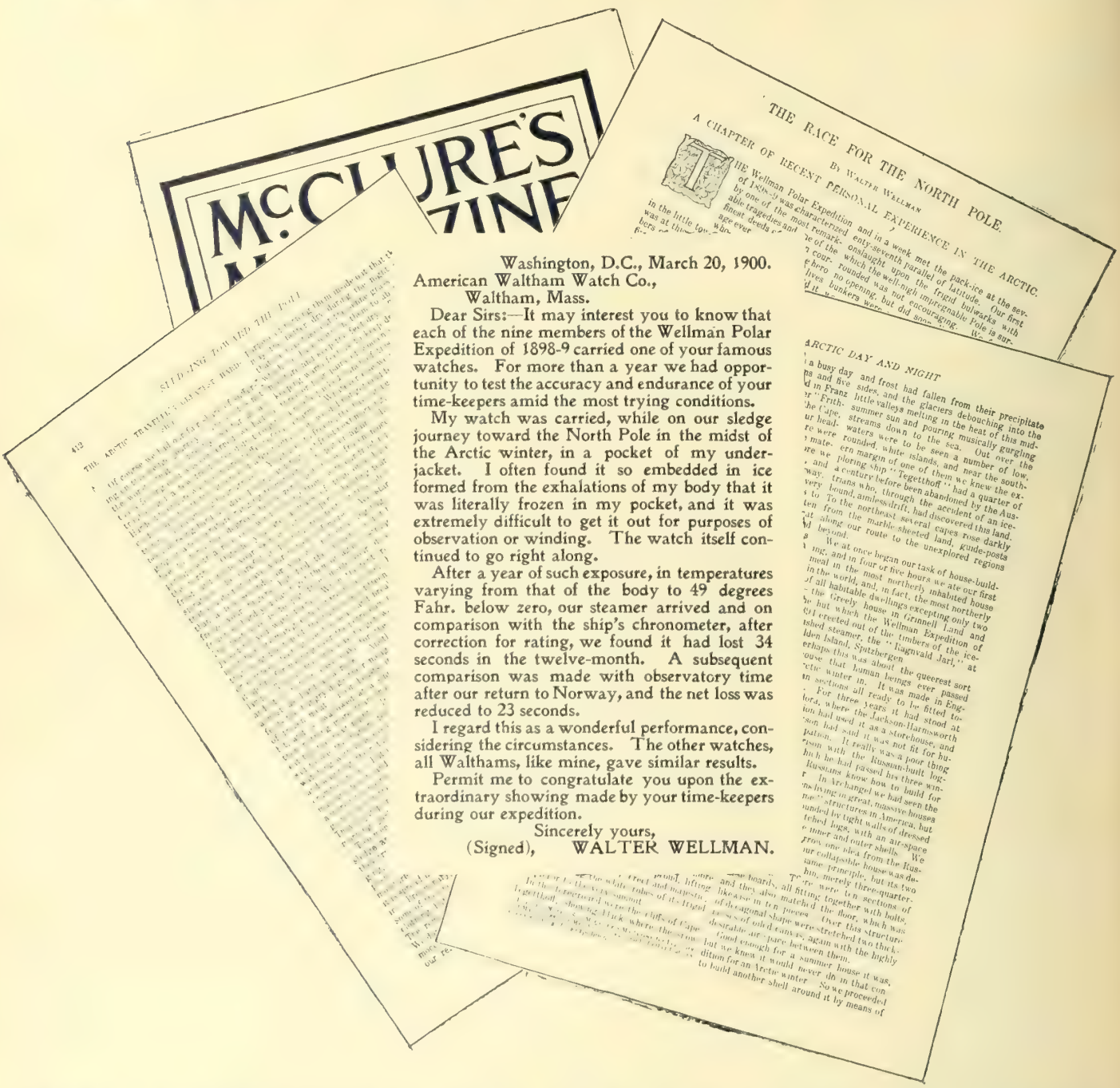
A RELIC OF NAPOLEON.—Probably of all the human beings that ever lived, none, taking them all in all, ever equalled the great French Emperor Napoleon. Certainly no man ever filled so great a place in the world's history and none has left so deep an impress upon mankind. Napoleon is a great force to-day, not only in the France he loved so well, but all over the civilized world he commands the admiration of millions of thoughtful men, who if they cannot admire all that he ever did, are yet ready to pay a sincere tribute to his transcendant genius. Napoleonic relics are not scarce, and although Canada possesses but few of them it is not because of any lack of appreciation either by our French-Canadian or British citizens. We are glad to learn, however, that the Boer war will be the cause of at least one valuable relic of the "Great Emperor" finding its way to this country, for amongst the valuable souvenirs brought home by Lieut.-Col. Pelletier from his trip to South Africa is a clock formerly the property of Napoleon I. during his captivity at St. Helena. Upon leaving Cape Town with the first Canadian contingent, Lieut.-Col. Pelletier received instructions to stop at St. Helena to hand over 200 Boer prisoners to the military authorities at that place. While on the island Lieut.-Col. Pelletier visited the Roman Catholic chapel at Longwood, and upon leaving the sacred edifice met Father Danes, the chaplain. The latter, upon learning that the brave colonel was a Canadian, seemed to take great interest in him, and escorted him over the place, showing him, among other things, the quarters formerly occupied at Longwood by Napoleon I., his bedroom and the bed which the French Emperor occupied while a prisoner on the island. As the colonel was about taking his departure Father Danes presented him with the clock, which is accompanied by a parchment, which perfectly establishes its authenticity.

THE ELECTION of William McKinley as President of the United States by such a sweeping majority was received throughout Canada and the British Empire generally with satisfaction. The McKinley administration have not only provided good clean government for the people of the United States, but they have been manly enough to acknowledge the help Britain afforded them during the Spanish-American war and to return it in kind when the South African conflict afforded them an opportunity; and this in spite of the fact that an attempt was made to stampede a large section of the Republican party on account of their friendship to Great Britain on this occasion. Canadians are glad to know that under President McKinley's administration the relations between the British Empire and the United States have become far more cordial than ever before, and although there is no written treaty of alliance between the two countries their interests in many questions are so identical and closely interwoven as to make them allies in fact, if not in name. Speaking upon the result of the United States elections at the recent Lord Mayor's banquet at London, Lord Salisbury said, speaking for the British people generally: "We believe the cause which won is the cause of civilization and commercial honour. We believe these principles lie at the root of all prosperity and progress in the world. Therefore, I claim that we have as much right to rejoice as the Ambassador." This speech may not have been very orthodox from a diplomatic point of view, and this the British Prime Minister evidently thought when he apologized to Mr. Choate, the American Ambassador, for making it; all the same, however, it expressed the real sentiments of the British Government as well as of the British people, and is all the more noteworthy on that account. We trust both the United States and Canada, having got through their elections for another four years at least, will continue to go ahead and prosper.

THE Assessment Commission appointed by the Government of Ontario to examine into and report upon the question of municipal assessment, held sessions for about a week during the past month at the Parliament Buildings, Toronto, and during that time heard a great deal of evidence regarding the matter they have in hand. It is pretty safe to say that every assessment crank and every faddist in the province was on hand to post the Commisson on the proper way to raise taxes equitably. The single taxers, the income taxers, likewise the old line taxers who want to cover everything, all were there, and one and all obtained a patient hearing from the Commission. So far as we can learn the consensus of opinion amongst manufactures and business men generally was that the personalty tax should be abolished, as it opened the door to frauds of all kinds and was unjust to the honest man. The favorite substitute for the

THE TRADER

WALTHAM WATCHES



Washington, D.C., March 20, 1900.
American Waltham Watch Co.,
Waltham, Mass.

Dear Sirs:—It may interest you to know that each of the nine members of the Wellman Polar Expedition of 1898-9 carried one of your famous watches. For more than a year we had opportunity to test the accuracy and endurance of your time-keepers amid the most trying conditions.

My watch was carried, while on our sledge journey toward the North Pole in the midst of the Arctic winter, in a pocket of my underjacket. I often found it so embedded in ice formed from the exhalations of my body that it was literally frozen in my pocket, and it was extremely difficult to get it out for purposes of observation or winding. The watch itself continued to go right along.

After a year of such exposure, in temperatures varying from that of the body to 49 degrees Fahr. below zero, our steamer arrived and on comparison with the ship's chronometer, after correction for rating, we found it had lost 34 seconds in the twelve-month. A subsequent comparison was made with observatory time after our return to Norway, and the net loss was reduced to 23 seconds.

I regard this as a wonderful performance, considering the circumstances. The other watches, all Walthams, like mine, gave similar results.

Permit me to congratulate you upon the extraordinary showing made by your time-keepers during our expedition.

Sincerely yours,
(Signed), WALTER WELLMAN.

ARE CARRIED ALL OVER THE WORLD.

SELLING AGENTS,

THE GOLDSMITHS' STOCK COMPANY OF CANADA,

LIMITED,

TORONTO, ONTARIO.

personalty tax appeared to be one based upon the rental value of the building occupied by the merchant or manufacturer. This system has been in operation in Montreal and Winnipeg for many years, and has worked out very satisfactorily. Indeed as the evidence plainly showed, so far as the personalty tax affects the wholesale trade of Toronto, they are badly handicapped as against Montreal and Winnipeg from this very cause. Of course this system may not be quite so acceptable to the retail merchants as to the wholesalers and manufacturers, but we think the principle could easily be applied so as to make an equitable tax on all concerned. One thing is certain, the present system is not popular, and it is also open to great abuses; abuses so flagrant as to make it eminently unfair to the honest man, who resorts to no quibbles or evasions to escape the tax. However when the whole evidence is in we shall probably have a finding from the Commission, which will tend to clear away the cobwebs from this much vexed question and put it on a sounder footing than it has heretofore occupied.

An Interesting Case.—Last month in Court of Appeal the following interesting case was decided as below: Bank of Hamilton v. Imperial Bank of Canada.—Judgment on appeal by defendants from judgment of MacMahon, J. The action is to recover $495 from defendants. One Carl Bauer having an account with the Bank of Hamilton with a credit of $10.23, drew, and had marked good, a cheque for $5. He then raised the cheque to $500, and deposited in defendant's branch at the corner of Queen and Yonge Streets in Toronto, where he opened an account and then drew out $485. The trial judge held that the fraudulent alteration of the cheque by raising it constituted a forgery, and the condition of the cheque when certified to by the bank afforded ample opportunity for the commission of the crime, but under the law as now settled by the House of Lords a drawee bank in certifying to a cheque is under no duty to take precautions against fraudulent alterations in a cheque after certifying the same any more than an accepter of a bill of exchange is under a duty to take precautions against fraudulent alterations in a bill after acceptance; and also that the claim of the plaintiffs against the defendants in respect of the excess of the sum appearing on the cheque over the amount at which at was certified was not in any way prejudiced by the rules of the clearing-house. There was no negligence on the part of the plaintiffs, as the course they pursued in regard to certified cheques was the one universally adopted by the banks since the establishment of the clearing-house, and the defendants were not deprived of any rights, nor their position altered by reason of notice of the forgery not having been given until the following day. In other words it was held that the Imperial Bank was entitled to find out that the cheque was genuine before they accepted it and paid the money out, and that if there was any loss on the transaction they must shoulder it, and not the Bank of Hamilton. The appeal was therefore dismissed with costs. Armour, C.J.O., dissenting. Leave to appeal to Supreme Court of Canada granted.

One of the Saddest Events that we have ever been called upon to chronicle is the death of Mr. O. W. Coleman on the 10th November by the wreck of the steamer Monticello in the Bay of Fundy. As most of our readers know, Mr. Coleman was traveller in the Maritime Provinces for the Levy Bros. Co., Limited, of Hamilton, and it was in pursuance of his duties in this capacity that he took passage on this ill-fated steamer. He had with him on this trip three trunks containing jewelry samples; of these one has been washed ashore and the remaining two will probably never be heard of again. Mr. Coleman's body was one of the first to come to land and was as soon as possible conveyed to his home in Moncton, N.B., for interment. Mr. Coleman was a young man in the prime and vigor of manhood, and his sudden taking off has cut short a very promising career. He was capable, honest and energetic, and his employers regarded him very highly and feel his death very keenly. Mr. Coleman, who was only 34 years of age, was born in the Maritime Provinces, and was the son of a Baptist clergyman. After leaving school he learned the trade of watch making and afterwards carried on a retail jewelry business in the town of Moncton, N.B, in partnership with a Mr. Elliot, afterwards selling out and removing to New Glasgow, N.S., where he entered the employ and subsequently travelled for Mr. James Eastwood, the well known manufacturing and wholesale jeweler of that place. Some three years ago he entered the employ of the Levy Bros. Co. as their traveller in the Maritime Provinces, and performed his duties so satisfactorily as to win their confidence and approval. Speaking to another traveller in the same line only a few days before his death, Mr. Coleman expressed his delight at the fact that he had rounded the financial corner and his prospects ahead were so bright and encouraging. He was building a new home for himself at Moncton, N.B., and expected to have it finished, and occupy it in the near future. He leaves a young wife and a baby only a few months old to mourn his loss, and we feel sure that they will have the heartfelt sympathy, not only of Mr. Coleman's many personal friends and customers, but of every member of the craft throughout the Dominion.

The formal opening of Ryrie Bros.' new jewelry store on the 3rd November was one of the trade events of the year so far as the city of Toronto is conceened. The firm issued a special invitation to their friends and the public generally to drop in and inspect the premises, promising that they would not be asked to buy anything, but only to see and enjoy themselves. A first-class orchestra provided music for the occasion which was graced by a large number of Toronto's most fashionable people. As our readers are aware the firm have been engaged for the past six months upon the alterations which have just been completed, and as a matter of fact, the whole building has been almost rebuilt. In the short space at our disposal it would be hard to accurately convey what decided improvements have been made. Of the inside, it is finished in the nouveau style, which is distinctly French, and created so much favorable opinion at the Paris Exposition. The decorations are simple, comprehensive, but magnificent, being chiefly shells, leaves and fruits. An idea of the size of the premises now occupied is obtained when it is learned that they cover as much floor space as that of the Gorham Manufacturing Co. of New York. In the rear of the store is what is called a "board room," where the proprietors and staff meet once a week to exchange confidences and ideas. Messrs. Ryrie Bros. believe this confidence between them and their assistants to be of the best advantage and help to the harmonious carrying on of the business. Another new departure is the installation of the pneumatic cash tubes. The offices, which are in the rear, have also received attention, being fitted like a bank. A new optical parlor has also been fitted and is one of the most complete on the continent. The business in this department has developed so rapidly recently that it is necessary to keep two experienced opticians constantly at work. The ground floor of the building is devoted solely to the retail trade; the upper floors to the mail order and repair departments. Not one department in the store has been overlooked. The firm have spent thousands of dollars in the purchase of new goods for each one. Handsome show cases exhibit the various articles to the best advantage. In all its appointments the store is complete, roomy and exquisitely decorated. It is safe to say that the measure of success attendant upon the firm in the past will not only continue, but exceed all past records.

Oom Paul in Europe.—Oom Paul's visit to Europe has afforded an opportunity to the Boer sympathisers, as well as to the enemies of Great Britain, to show that country, in a roundabout way, how much they detest her. Our French friends will for the next couple of weeks have an opportunity of working off their superfluous energy in welcoming Ex-President Paul Kruger to their country, and having him understand how profoundly they sympathise with himself and his people. This is probably as far as it will go, for the Government of France will hardly care to officially recognize him in any way, seeing that he is now only a "has been" and a private citizen representing nobody but himself and the few malcontents that are yet carrying on a guerilla warfare in South Africa. John Bull can afford to wait, and will no doubt sit still and quietly watch this performance, and he will chuckle to himself over the diplomacy of France which can tickle the vanity of Oom Paul and his compatriots

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Candlesticks.
Crumb trays and scrapers.
Celery trays.
Cork screws.
Coffee sets.
Cologne bottles.
Flasks, silver or cut glass.
Funnels.
Gravy boats.
Ink stands.
Jewel stands.
Knife rests.
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Letter holders.
Lavender salts bottles.
Loving cups.
Match safes.
Mucilage pots.
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Pen wipers.
Pen racks.
Pen trays.
Puff boxes.
Prize cups.
Perfume bottles.
Peppers and salts.
Pitchers.
Punch bowls.
Razor strops.
Salve boxes.
Soap boxes.
Soap dishes.
Shaving soap boxes.
Shaving brushes.
Shaving cups.
Sugar sifters.
Sugars and creams.
Salt sets and sellers.
Smokers' sets.
Smokers' lamps.
Shoe horns.
Soup tureens.
Syrup jugs.
Tea sets.
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by a few receptions and high-sounding speeches, while in the end it will really mean nothing. Oom Paul's triumphal procession through France and Holland will be like that of the Boer embassy to the United States last year. He will get plenty of fine talk and sympathy, but nothing else. That any European power would interfere at this stage of the game, after both the Orange Free State and the Transvaal have been conquered and formally annexed, is to assume that they want to pick a quarrel with Great Britain, which we very much doubt. If any of them had ever intended to interfere, the time was nearly a year ago, when things looked as though they were going in favor of the Boers. It cannot be considered as an unfriendly act so long as these demonstrations in Mr. Kruger's honor are unofficial and confined to the people. The British people have done exactly the same thing on more than one occasion, notably in the cases of Louis Kossuth, the Hungarian hero; Garibaldi, the liberator of Italy, and later in the case of Jeff. Davis, ex-president of the Southern Confederacy during the great War of the Rebellion. In all of these cases the demonstrations, although unofficial, were hearty and spontaneous, and showed that while the British Government desired to remain on friendly terms with the nations who had forced these heroes into exile, the popular sentiment of the people was very strongly in their favor. What was lawfully done by the British people in those days will be equally lawful to the French and Dutch now, and we Britishers may as well make up our minds to take it gracefully and smilingly. By all means let the sympathizers of Oom Paul in Europe fete him all they wish—the hotter the war the sooner there will be peace, and as, in their case, the more demonstrative they are the sooner their enthusiasm will effervesce and bring them back to cool common sense again.

Our Brave Boys Home Again.—The main body of the first Canadian contingent to South Africa, officially known as the "Royal Canadian Regiment of Infantry," returned to Canada early last month and all along the route from Halifax where they landed they received a perfect ovation, and just here we might observe that in the French-Canadian cities of Quebec and Montreal the welcome was not less hearty and enthusiastic than in the Province of Ontario. The Toronto Company, under the command of Capt. Barker, reached this city at one o'clock on the afternoon of Monday, November 5th, and as the day had been proclaimed a civic holiday by the Mayor the whole population of the city turned out to do them honor. The train drew in at North Toronto C.P.R. Station, and from that point along the entire route of the procession their march was an ovation that must have done much to compensate them for the hardships they have endured during the year they were away in South Africa. The troops belonging to the Toronto city garrison turned out to a man to welcome their comrades back, and had the procession been confined strictly to the military there is no doubt that it would have been one of the grandest pageants ever seen in Canada. As it was, however, the enthusiasm was so intense and the desire of all to welcome the returning heroes so hearty that the committee, we think unwisely, allowed the procession to embrace civic and other organizations, not to say anything of several hundreds of students, who were ambitious to paint the town red on such a memorable occasion. However, even with these defects, it is not to be supposed that the reception was a failure. By no means. It was a huge success. The city was decked out in gala attire. Bunting was draped and flags fluttered everywhere. Every street along the line of march was a mass of color from start to finish, and to cap the climax every foot on both sides of the streets along their six mile route was lined with well-dressed and good-natured citizens who made the echoes ring with the heartiness of their cheers of joy and welcome. It was a great day for Toronto and a great day for Canada too, for the bronzed and travel-stained men in khaki whom this vast concourse of people honored have brought undying fame to our Dominion and given us a prestige abroad that we have never before enjoyed. Their march ended at the armouries where addresses of welcome and congratulation were delivered by the Mayor and other prominent citizens, and later with civic medals commemorative of the event. The Ontario Government has also announced its intention of making each of the South African volunteers recruited from this Province a full grant of 160 acres of land in recognition of their services on behalf of their country. It was a glorious occasion, and every citizen seemed to feel just about the way the old American war song put it

"When Johnny comes marching home again, Hurrah, Hurrah!
We'll give him a hearty welcome then, Hurrah, Hurrah;
The Men will cheer, the Boys will shout,
The Ladies, they will all turn out,
And we'll all feel gay when Johnny comes marching home!"

The Dominion Elections, which have recently been held, although disturbing business for a few weeks, are now a thing of the past, and although the results do not appear to have been entirely satisfactory to either party, still the Government certainly has the best of it and its supporters can afford to do some crowing even if they have been disappointed in the verdict of Ontario, the banner province of the Dominion. We do not propose to discuss the result of the elections from a political standpoint, the politicians have been and are attending to that part of it, and you can pay your money and take your choice of opinions, but simply look at how the result will be likely to affect merchants and manufacturers generally. The noticeable feature of the campaign was the practical absence of any discussion as to the future of the Canadian tariff. Apparently the Liberal party of Canada have wisely come to the conclusion that a certain amount of protection is absolutely necessary for the preservation of our domestic industries, and although some of their supporters still declaim against the inequity of the system, it may be pretty truly said that the cry of tariff reform was practically absent during the recent political struggle. In its place there was the questions of reciprocal preferential trade within the British Empire, and the unfortunate race question which was used with effect in certain parts of the Dominion by politicians who cared more for their own success than for the real good of the country. It is to be deplored that the race cry should ever have been raised at all, and those who are responsible for it will find a day of reckoning sooner or later. This is a British country and it proposes not only to remain so, but to draw closer the ties which unite us to the great Mother Country and the rest of the Empire. The events of the past year should furnish food for thought to every man who loves his country, for it shewed the trend of public opinion towards Imperialism by the determination of the masses irrespective of party to send speedy and substantial help to the Empire in its hour of need, no matter what position politicians were prepared to take. Fortunately for the country and themselves the Government were wise enough to read the signs of the times, and bowed gracefully to the inevitable, with the result that Canada has not only proved that her citizen soldiers are born fighters, the equal of any in the world, but this country has taken a place amongst the nations that will hereafter entitle its views to considerably more weight than they ever had before. What has been thus gained by the sacrifice of Canadian blood and treasure our people do not propose to part with, but rather to go boldly forward in the path that they have marked out for themselves. Closer union of the Empire is in the air, and those who for a moment imagine that they can turn backwards the hands of progress upon our national dial will find that they have been reckoning without their host. There is no need, and certainly no room for race rivalry in this Dominion of ours. Our French-Canadian fellow-subjects of the Province of Quebec will doubtless remember that they are entitled to and should occupy exactly the same position towards the country from which they sprang, as do the English, Irish, Scotch or German Canadians of the Dominion. No sensible person should find fault with any of these Canadians being sentimentally attached to and proud of their origin, but this is a far different thing from attempting to make themselves *as a race* the dominent factors in Canadian political life or the arbitrar of its political destinies. On the contrary, citizens of every race should remember that they are Canadian and British subjects first, and last, and all the time. There is only room for one national flag in Canada and that is the British Flag, and although Canadians of English, Irish, Scotch,

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French and German origin may be allowed to fly their distinctive flags on gala days or for decorative purposes, they should all remember that their obligations of citizenship demands a whole-hearted devotion to the flag under whose shadow they secure not only protection, but liberty and justice. Race cries, from whatever source they emanate, are dangerous to the state, and if Canada is ever to become a great and united country it must be by the thorough fusion of all the races within our borders. Instead of endeavoring to accentuate the differences between the various races, our efforts should be to bring them into closer and more harmonious relationship for only by this means can we become a nation with an individuality and a character of our own. But enough of race and its differences. The other great question under discussion, that of Reciprocal Preferential Trade, was in a great many places lost sight of on account of the appeals to racial passions, but where it was calmly discussed it gained many friends and will, without doubt, be heard from again in the political discussions of this country. All Canadian politicians are agreed upon the fact, that if such a thing could be brought about between Canada and the Mother Country it would be a splendid thing for this country. Where they differ is regarding the chance of getting Great Britain to consent to such an arrangement. Now, however, that it has been made a live issue in Canadian politics we venture to prophecy that it will not down until it has been brought about in some form or other. Although it may not come about just in the same way that we now desire, it is bound to provoke public discussion in Britain and the people who favor it will gradually grow stronger in numbers until they are able to influence public opinion so as to have it moulded into some practicable shape. Ventilation will not do the matter any harm, on the contrary the more it is discussed the better, we think, will be its chances of public favor. The people of Britain will have to be educated up to it in exactly the same way as they were to the abolition of the Corn Laws, and Free Trade, but the day will come when they will [illegible] a different standpoint from what they do at pres[illegible]ion and the practical closing to them of present mark[illegible] by means of hostile tariffs will teach them by the stern logic of events that while absolute free trade is all right in theory, it will not meet the conditions that are rapidly developing in the mercantile world. When the day comes, and it is coming, and perhaps sooner than many of us expect, we think their reply to the offer of reciprocal preferential trade from her colonies will be very different from what it is to-day.

LITERARY NOTICES.

MOOSWA.—The following is an extract taken from W. A. Fraser's great story, "Mooswa," and will give the reader a taste of the author's wonderfully vivid style:

Silver Fox had been caught in a trap, and the big-hearted Moose in order to keep Francois, the trapper, away until the fox could make his escape, approached the shack in the morning, and of course Francois, forgetting everything but the bull moose, started in pursuit. By arrangement, the Blue Wolf and his pack were to meet the tired moose at the Pelican Portage.

"The dusk was beginning to settle down as Mooswa struck straight for Pelican Portage, though it was only four o'clock in the afternoon. Would Blue Wolf be there to turn back the pursuer? If by any chance his comrade missed, what a weary struggle he would have next day with the blood-thirsty breed on his trail. As Mooswa neared the portage, a low, whimpering note caught his ear. Then another answered close by; and another, and another joined in, until the woods rang with a fierce chorus—it was the wolf-pack's call of the killing:

"Wh-i-m-m-p! buh-h! bu-h-h! O-o-o-o-h-h! O-o-o-o-h-h! That was the wolf cry, sounding like silvery music in the ears of the tired moose.

"'Hungry, every one of them!' he muttered. 'If Francois stumbles, or sleeps, or forgets the man-look for a minute, Rof's pack will slay him.' Then he coughed asthmatically, and Blue Wolf bounded into the open, shaking his shaggy coat.

"'Safe passage, brothers, for Mooswa,' he growled with authority 'also no killing for the hunt-man, for the hunt is of our doing.'

Francois heard the wolf-call too, and a chill struck his heart. Night was coming on, he was alone in the woods, and in front of him a pack of hungry wolves. Turning he glided swiftly over the back trail.

"'The kill-call, brothers,' cried Rof, his sharp eyes seeing this movement of the fleeing breed. Once again the death-bells of the forest, the Blood Song of the Blue Wolf, rang out: 'W-a-h-h-n," snarl-fastening of teeth in flesh, the gurring choke of blood in the throat, and the satisfied note of victory.

"The hunter became the hunted, and into his throat crept the wild unreasoning terror that Mooswa and every other living animal had known because of his desire for their lives. What would avail a rifle in the night against Blue Wolf's hungry brethren? True, he could climb a tree—but only to freeze; the starlit sky would send down a steel-pointed frost that would soon bring on a death-sleep, and tumble him to the yellow fangs of the gray watchers.

"Mile on mile the half-breed fled, nursing his strength with a woodman's instinct. How useless, too, seemed the flight; those swift-rushing merciless wolves would overtake him as soon as the shadows had deepened into the night. He had his buffalo knife, and when they pressed him too close, could build a fire, that might save him—it was a bare possibility.

"With the thrist for Mooswa's blood upon him, his eager straining after the fleeing animal had been exhilaration; desire had nourished his stomach, and anticipated victory kept his throat moist; now the death-fear turned the night-wind to a hot fire-blast; his lungs pumped and hammered for a cooling lotion; his heart pounded at the bone-ribs with a warning note for rest. The thews that had snapped with strong elasticity in the morning, now tugged and pulled with the ache of depression; going, he had chosen his path over the white carpet, coolly measuring the lie of each twig, and brush, and stump, now he travelled as one in a thicket. Small skeleton spruce shoots stripped of their bark by hungry wapoos, and dried until every twig was like a lance, reached out and caught at his snow-shoes; drooping spruce boughs, low swinging with their weight of snow, caused him to double under or circle in his race against the Blue Wolf's pack.

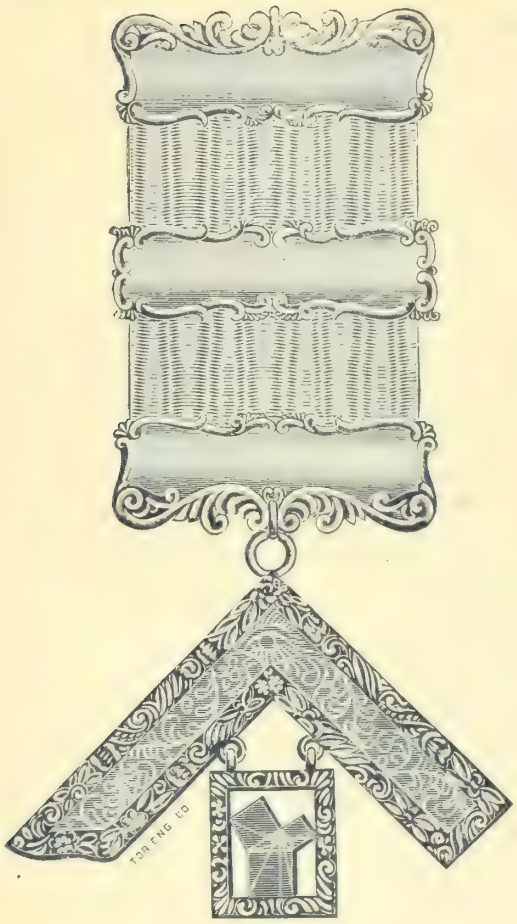
"All nature, animate and inanimate, was fighting for his life, eager for his blood. Even a sharp, half-dead limb, sticking out from a tamarack, cut him in the face and sucked a few drops of the hot fluid. Startled into ejaculation, Francois panted huskily: 'Holy Mudder, sabe me dis time. I give to de good Pere Lacomb big offerin' for de mission.' And all the time swinging along.

Memory pictures of animals that had stood helplessly at bay before his merciless gun flashed through his mind. Once a moose mother had fronted him to defend her two calves—the big almond eyes of the heroic beast had pleaded for their lives. He had not understood it then; now, some way or other, it came back to him—they glared from the forest with avenging spirit eyes, as he toiled in the hunt-race to leave that wolf-call behind." Toronto, William Briggs, cloth, gilt top, $1.50 nett.

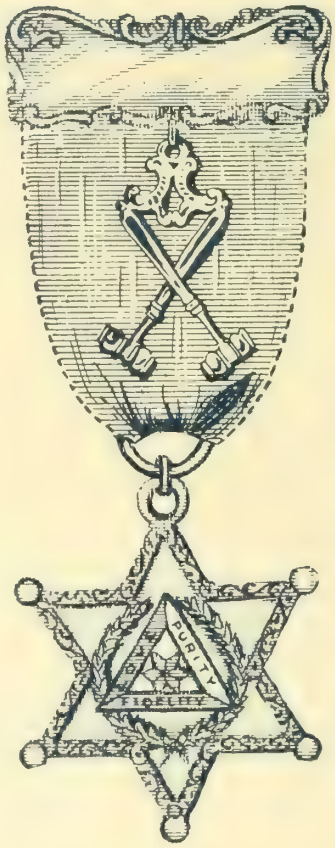
DR. NORTH AND HIS FRIENDS.—By Dr. S. Weir Mitchell, author of the great American novel—"Hugh Wynne." Dr. North and his friends are charming people to know. From a quite corner in the shadowy background, you listen intently to their brilliant conve[illegible]rse, fearful of losing a word, or of missing one changeful expression [illegible] of countenance. Here are no stiff portraits, no cold statuary, but wa[illegible]m living people with whom you want to talk—to agree or argue as fancy tempts, only the thought of being an uninvited guest making you silent, checking speech that fain would come.

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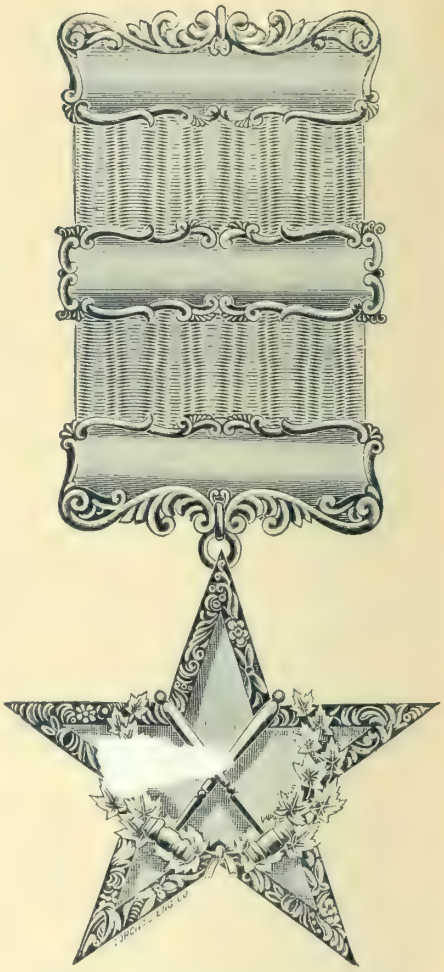
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voice described as one of those speaking instruments more rare than any voice of song. You nearly overlook Dr. North, so persistently does he sit in the shadow of his friends; but they all love him (and so will you), that large kind man of mental and bodily healing; Mary North, the flitting child-life of the company, the dear glad little girl who loved big, wicked Xerxes Crofter, in whom her child heart saw nothing that was not good; here we have the master character of the book, the huge Crofter, who "plays bear" so perfectly with baby Mary that the critical mind has relapses, forgetting the man's badness, and thinking perhaps this unusual man has only been "playing bear" to terrorize an adult world.

The subjects selected by the author are so vital with interest, so nicely discussed—and Sibyl Maywood's love-story is alone worth reading the book for. No theme is neglected, from the secret of fly-fishing to the fate of a nation. Mr. Vincent gives a daring opinion regarding the success of Canada as a colony; and whether we Canadians like it or not, we would read it, and arise to prove the sayer wrong.

Here are some bright sayings overheard in the circle:—

Men are losing their instincts, and not getting brains fast enough to supply the loss of animal talents.

The thing is to make folks curious. You print a placard upside down or spell a word backword, and every second man will be mad to read them.

The worst of being a fool is that experience is of no use.

When you present a man with a true picture of himself, he no more believes it is he himself, than does a monkey who first sees himself in a mirror.

We may divide great men into two sets, those who die too soon, and those who live too long.

Now when this artless child said "beautiful," it acquired a fresh value, like worn gold re-issued from a royal mint.

Genius is a glad freak of nature in a good humor. It has in a sense neither grandfather nor grandchild.

"Oh, tact," said I, "is a gift of nature, unteachable. A duke may miss it, a mechanic have it."

I returned that there was no insurance against the fire of genius and that other folks were apt to get a trifle singed.

Usually in these days of concealment and self control, only a part of a man's nature gets written clearly on his face. This is the interest of the sixteenth century portraits. The time unmuzzled all passions, all personal qualities. It was fatal to Italy; It was fortunate for the artist.

"Selling is a particular talent," said I. "Yes some men can sell anybody anything. I once sold a threshing-machine to a confectioner. I could sell ice in Greenland, or hot-air furnaces in Ashanti." Published by The Copp, Clarke Co., Limited, Toronto.

THE *Christmas Ladies' Home Journal* offers a superabundance of literary and artistic features in most attractive form. Amongst its nearly twoscore contributors are Mrs. Lew Wallace, Elizabeth Stuart Phelps, Charles Major, William Perrine, Clifford Howard and Elizabeth Lincoln Gould, while A.B. Frost, W. L. Taylor, Reginald B. Birch, Henry Hutt, George Gibbs and as many other illustrators supply its pictorial features. Apart from the articles having special holiday timeliness of interest, the notable features of the Christmas Journal include "The Innkeeper's Daughter Who Dissolved a President's Cabinet," "What May Happen in the Next Hundred Years," "Jerusalem as We See it To-day," "Two Women's Gifts of Twenty-Five Millions," "The 'Little Men' Play," a dramatization of Louisa M. Alcott's delightful story: "Where Children See Saint Nick," "The Fourteenth Man," "Two Christmas Days at Rock Farm," and "The Successors of Mary the First," "The Story of a Young Man," and "The Blue River Bear Stories," which are continued. Edward Bok has a thoughtful article on Christmas celebration, and there are various articles on women's wear, Christmas presents and edibles, while various other practical, helpful themes are ably presented. By The Curtis Publishing Company, Philadelphia. One dollar a year; ten cents a copy.



A GOOD OPPORTUNITY to step into an established repairing trade with small stock and fixtures; rent low; plate-glass fronts. $800; will reduce to $500. H. J., 1368 Queen Street West (Parkdale), Toronto, Ont.

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